



# GLOBAL LIFESTYLE MONITOR: INDONESIA



## SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

### Top Retailers Shopped for Clothing



**97%**  
Online only store



**77%**  
Department Store  
(In-Store)



**74%**  
Peer to Peer Selling  
(Online)

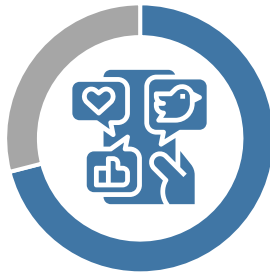


**91%**  
Prefer trying on in-store



**83%**  
Prefer browsing online

### Top Sources of Inspiration



**71%**  
Social media  
(sites/blogs/vlogs)



**57%**  
Magazines/Television/  
Movies/Celebrities



**50%**  
People



## DRIVERS OF CONSUMERS' PURCHASES

### Top Drivers



Comfort



Quality



Durability

### Cotton is the most...



**78%**  
Comfortable



**68%**  
High  
Quality



**65%**  
Soft



# GLOBAL LIFESTYLE MONITOR: INDONESIA



## COTTON PREFERENCE



**70%**  
Are willing to pay more  
for cotton

### Reasons Willing to Pay More for Cotton



**82%**  
Comfort



**69%**  
Quality

### Top Preferred Materials



**45%**  
Cotton



**27%**  
Denim /  
Jeanswear



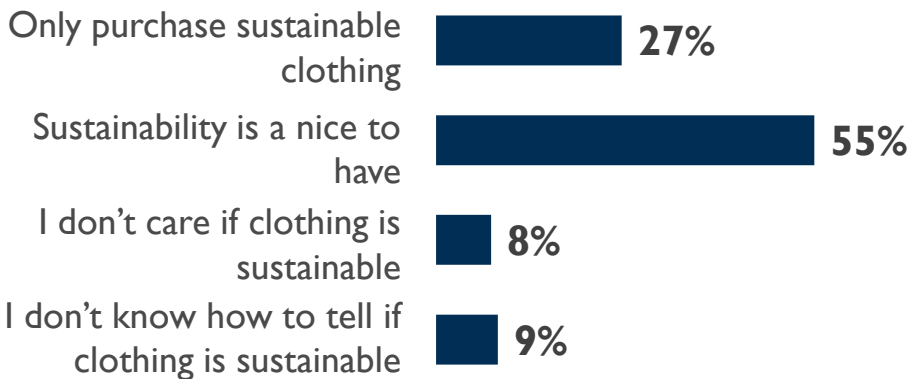
**15%**  
Cotton  
blends



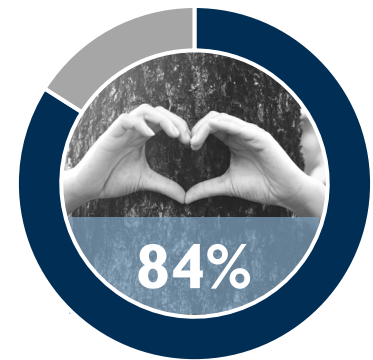
**87%** Prefer cotton, cotton  
blends or denim

## SUSTAINABILITY

### Sustainability Importance



### Concerned about Environmental Change



### Safe for the Environment (% Safe)

