



GLOBAL LIFESTYLE MONITOR: JAPAN



SHOPPING TRENDS



29%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



70%
Online only store



70%
Off Price/Discount (In-Store)



57%
Multi-Channel Retailers (In-Store)



93%
Prefer trying on in-store



70%
Prefer repeat purchasing online

Top Sources of Inspiration



52%
In-Store
(displays/salespeople)



39%
People
(family/friends/people on street)



39%
Traditional media
(TV/movies/magazines/celebrities)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



54%
Comfortable



47%
Authentic



44%
Soft



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COTTON PREFERENCE



27%
Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



63%
Quality



57%
Comfort

Top Preferred Materials



27%
Cotton



20%
Denim /
Jeanswear



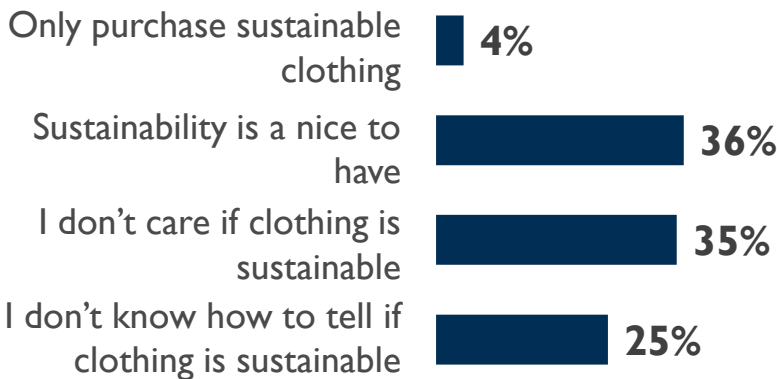
18%
Don't
Know



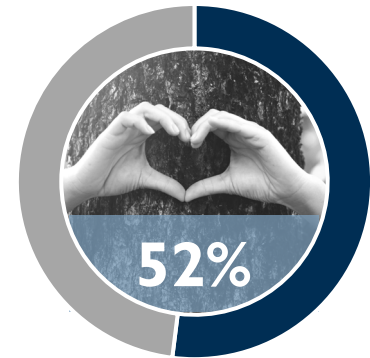
54%
Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

