



GLOBAL LIFESTYLE MONITOR: THAILAND



SHOPPING TRENDS



63%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



83%
Online only store



77%
Department Store
(In-Store)



77%
Street Markets
(In-Store)



83%

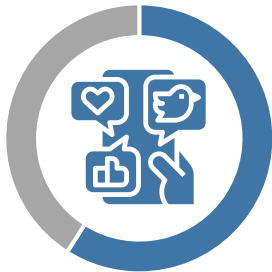
Prefer trying on in-store



78%

Prefer browsing online

Top Sources of Inspiration



59%
Social media
(sites/blogs/vlogs)



51%
Traditional media
(TV/movies/magazines/celebrities)



47%
People
(family/friends/people on street)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Durability

Top Perceptions of Cotton



58%
Authentic



53%
Soft



49%
Comfortable



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COTTON PREFERENCE



42%
Are willing to pay more for cotton

Reasons Willing to Pay More for Cotton



66%
Comfort



62%
Quality

Top Preferred Materials



26%
Cotton



22%
Denim /
Jeanswear



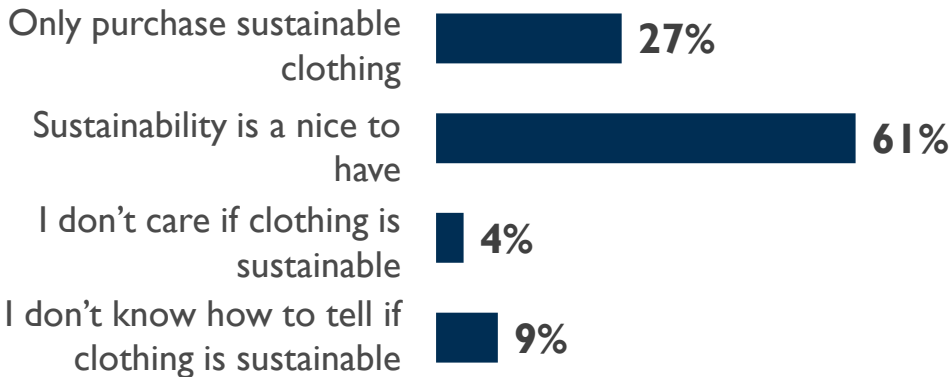
17%
Cotton
blends



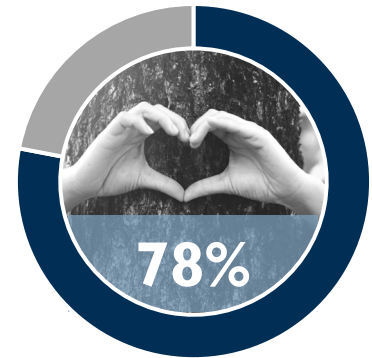
66% Prefer cotton, cotton blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

