





# **SHOPPING TRENDS**



**56%** 

Feel very/somewhat optimistic about their financial situation

# **Top Retailers Shopped for Clothing**



**79%** Online only



**75%** Mass Merchant (In-Store)



**67%** Off Price/Discount (In-Store)



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Prefer browsing online

## **Top Sources of Inspiration**



People (family/friends/people on street)



39% In-Store (displays/salespeople)



38% Traditional media (TV/movies/magazines/celebrities)



38% Social media (sites/blogs/vlogs)

# DRIVERS OF CONSUMERS' PURCHASES

#### **Top Drivers**



Comfort



Quality



Fit

### Cotton is the most...



66% Comfortable



Soft



Authentic













# **COTTON PERCEPTIONS**



# \*\*\*\*

36%

Are willing to pay more >>>> for cotton

## **Reasons Willing to Pay More for Cotton**





### **Top Preferred Materials**



34% Cotton



25% Cotton blends



17% Denim / Jeanswear



**76%** Prefer cotton, cotton blends or denim



# **Sustainability Importance**

Only purchase sustainable clothing

Sustainability is a nice to have

I don't care if clothing is sustainable

I don't know how to tell if clothing is sustainable



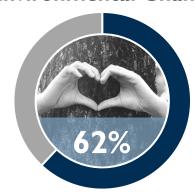
54%

15%

17%

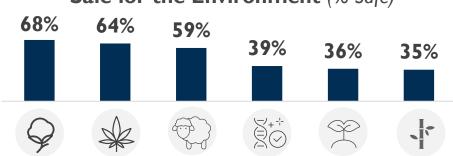
Cotton

# **Concerned about Environmental Change**





## **Safe for the Environment** (% Safe)



Polyester



Wool