



GLOBAL LIFESTYLE MONITOR: USA



SHOPPING TRENDS



56%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



79%
Online only store



75%
Mass Merchant
(In-Store)



67%
Off Price/Discount
(In-Store)

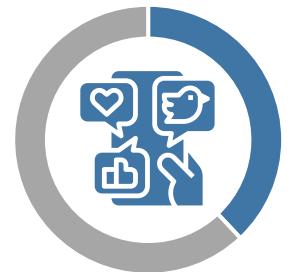


83%
Prefer trying on in-store



72%
Prefer browsing online

Top Sources of Inspiration



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



66%
Comfortable



65%
Soft



56%
Authentic



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COTTON PERCEPTIONS



36%
Are willing to pay more
for cotton

Reasons Willing to Pay More for Cotton



71%
Comfort



58%
Quality

Top Preferred Materials



34%
Cotton



25%
Cotton
blends



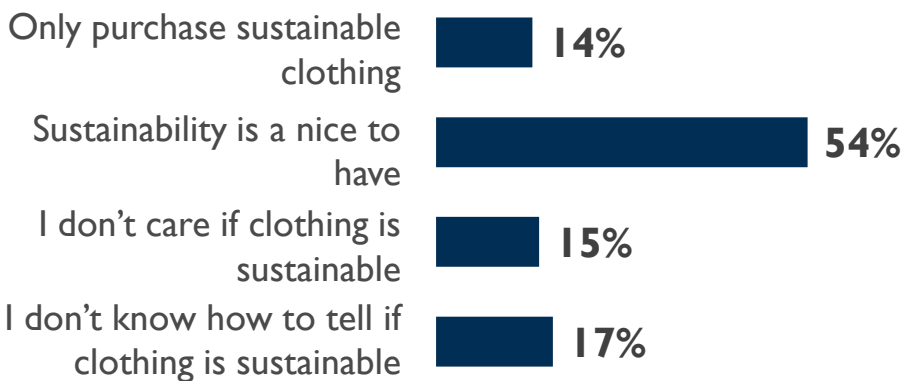
17%
Denim /
Jeanswear



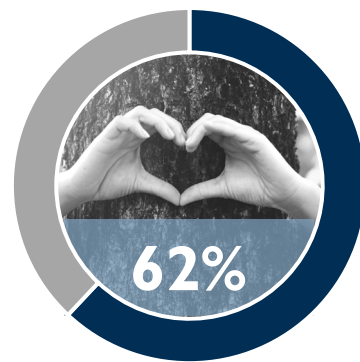
76% Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

