



GLOBAL LIFESTYLE MONITOR: VIETNAM



SHOPPING TRENDS



77%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



85%

Peer to Peer Selling (Online)



71%

Street Markets (In-Store)



66%

Department Store (In-Store)



87%

Prefer trying on in-store



89%

Prefer browsing online

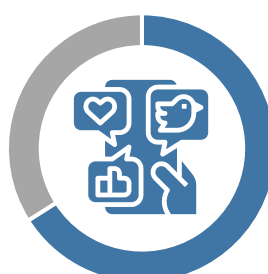
Top Sources of Inspiration



72%

People

(family/friends/people on street)



66%

Social media

(sites/blogs/vlogs)



56%

In-Store

(displays/salespeople)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



67%
Soft



46%
Comfortable



36%
Authentic



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COTTON PREFERENCE



61%
Are willing to pay more for cotton

Reasons Willing to Pay More for Cotton



69%
Comfort



61%
Sustainable

Top Preferred Materials



31%
Spandex/
Lycra



17%
Rayon



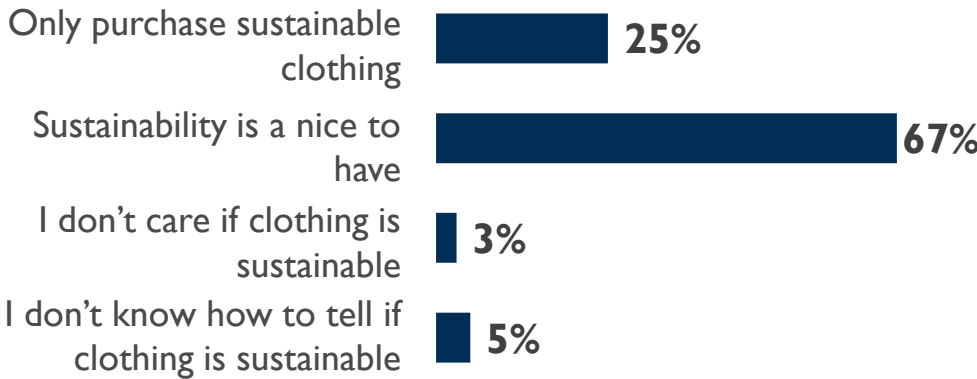
16%
Denim /
Jeanswear



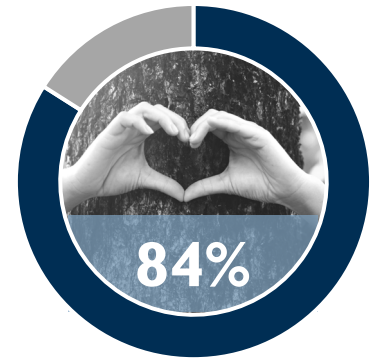
26% Prefer cotton, cotton blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

