

GLOBAL LIFESTYLE MONITOR: GLOBAL (WITH USA)





SHOPPING TRENDS



64%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



80% Online only store



63%Department
Store (In-Store)



58%Multi-Channel Retailer (*In-Store*)





76%Prefer browsing online

Top Sources of Inspiration



52%Social media
(sites/blogs/vlogs)



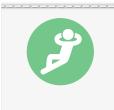
52%People
(family/friends/people on street)



47%Traditional media
(TV/movies/magazines/celebrities)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



65% Comfortable



63% Soft



56% High Quality









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COTTON PREFERENCE



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Are willing to pay more >>>> for natural fibers such as cotton

Reasons Willing to Pay More





Top Preferred Materials





21% Denim /



15% Cotton blends



blends or denim



SUSTAINABILITY

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

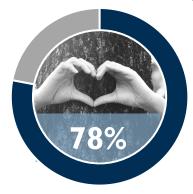


53%

11%

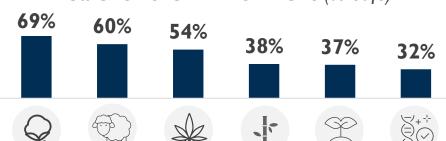
13%

Concerned about **Environmental Change**





Safe for the Environment (% Safe)



Cotton

Hemp

CHINA · COLOMBIA · GERMANY · INDIA · INDONESIA · ITALY · JAPAN · MEXICO · THAILAND · TURKEY · VIETNAM · UK · US

Source: Cotton Council International and Cotton Incorporated's Global Monitor Survey, a biennial consumer research study.

© 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL LIFESTYLE MONITOR SURVEY

In the 2023 survey approximately 13,000 consumers (1,000 consumers in each of 13 countries) were surveyed.

Rayon



Tencel Polyester





