GLOBAL CONSUMER

NSIGHTS

GLOBAL WITHOUT U.S.

SHOPPING TRENDS

 \uparrow = significantly higher in 2025 \downarrow = significantly lower in 2025

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

Online only store

64% 🎰 Department . (In-Store)

Mass merchant (In-Store)

Top Ways Plan to Shop for Clothing in Next Year





I will do more

I will buy more comfortable clothing

research so I can get the best value

I will buy higher-quality, longer-lasting items

Preferred Shopping Method

Browsing Purchasing

75%

53%

Online

46%

In-Store

Top Social Media Sources



Use social media as a top source of inspiration (social media/blogs/vlogs)

Drivers of Consumer Prefrence



Comfort





Comfortable



Cotton Preference





High Quality





Cotton



Denim



Cotton blends

Prefer Cotton, Cotton blends, or Denim





SUSTAINABILITY ↑= significantly higher in 2025 ↓= significantly lower in 2025

Changing how shopping for clothing to reduce environmental impact



Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner





60%

Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



% Say Is Safe for the Environment (Top 5 of 11)





