GLOBAL CONSUMER

NSIGHTS

IN ITALY

SHOPPING TRENDS

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

44% if it is a second optimistic about their financial situation

Top Retailers Shopped for Clothing

87% 🗐

73% Mass merchant (In-Store)

68%Sporting goods
(In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

46%
I will buy clothing in the latest styles

82%

I will do more research so I can get the best value 72%

I will buy more comfortable clothing

65%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method

Browsing Purchasing

76%

21%

47%

51%

Online In-Store

Top Social Media Sources



38%
Use social media

as a top source of inspiration

(social media/blogs/vlogs)

Drivers of Consumer Prefrence



Comfort





Comfortable



High Quality

Cotton Preference



Authentic





Cotton



Denim



Cotton blends 86%

Prefer Cotton, Cotton blends, or Denim







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

36%

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

44%

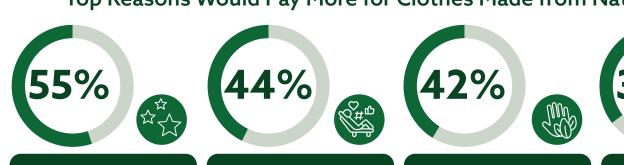




58%

Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



Hypoallergenic/less irritating to skin

37%



Better quality

More comfortable

More durable

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

