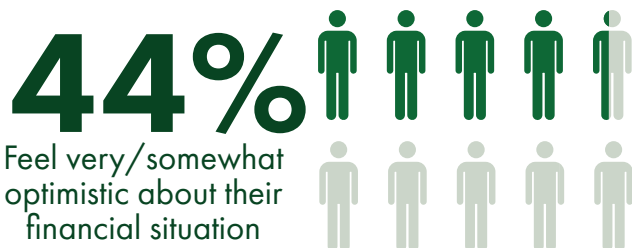


GLOBAL CONSUMER INSIGHTS

IN ITALY

SHOPPING TRENDS

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



Top Retailers Shopped for Clothing



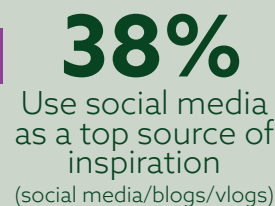
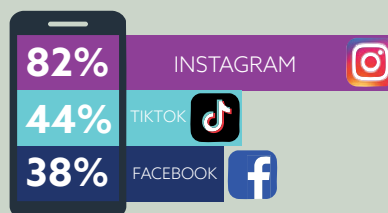
Top Ways Plan to Shop for Clothing in Next Year



Preferred Shopping Method



Top Social Media Sources



Cotton Preference



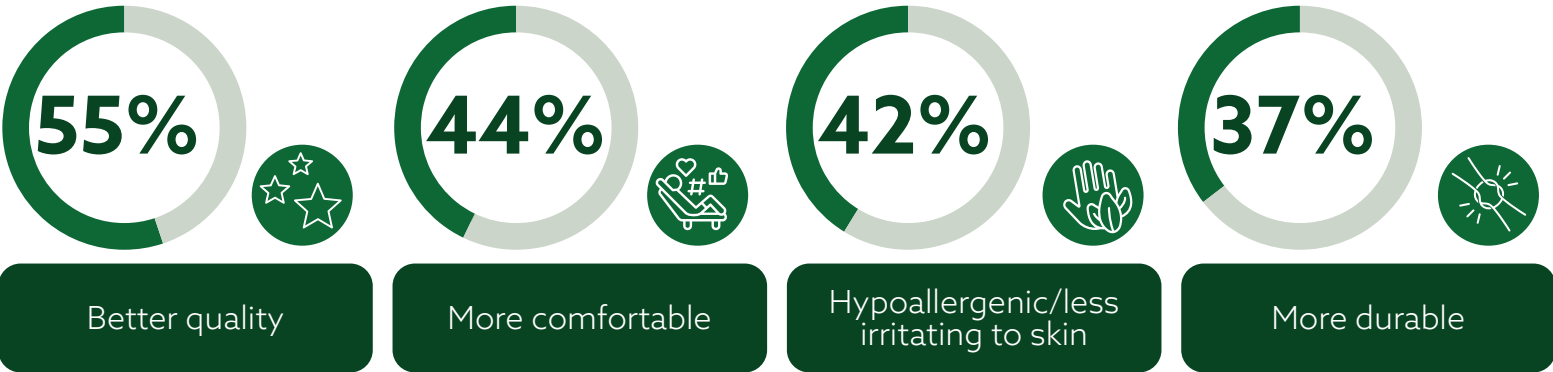
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,004 consumers in Italy

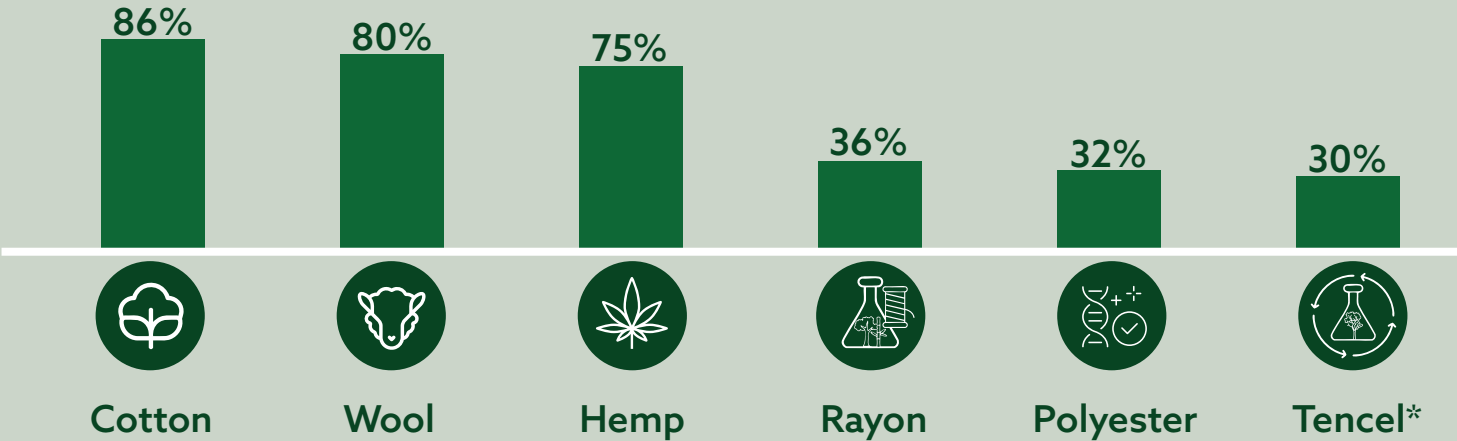
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Reasons Would Pay More for Clothes Made from Natural Fibers



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



*Tencel is a trademark of Lenzing