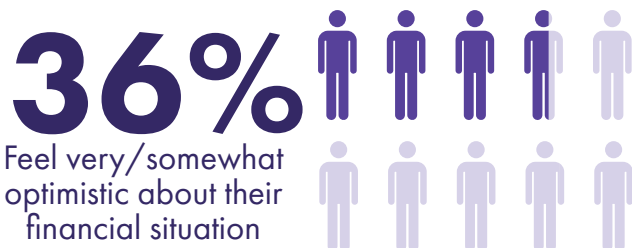


# GLOBAL CONSUMER INSIGHTS

## IN SOUTH KOREA

### SHOPPING TRENDS

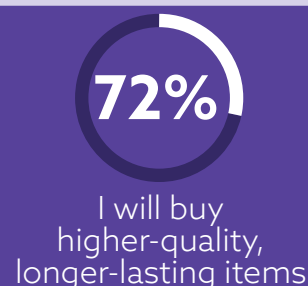
↑ = significantly higher in 2025 ↓ = significantly lower in 2025



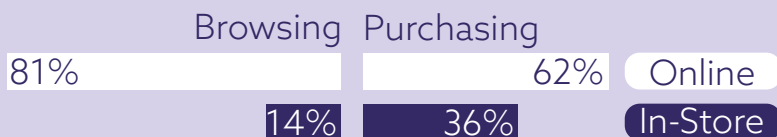
#### Top Retailers Shopped for Clothing



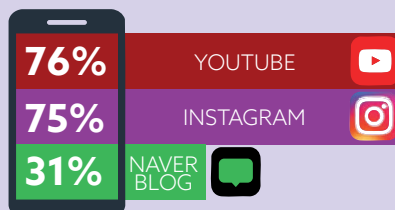
#### Top Ways Plan to Shop for Clothing in Next Year



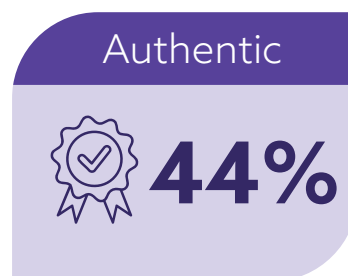
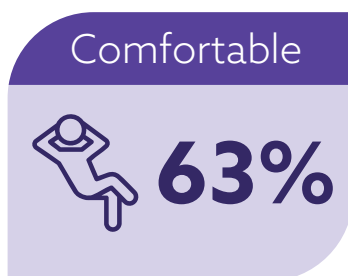
#### Preferred Shopping Method



#### Top Social Media Sources



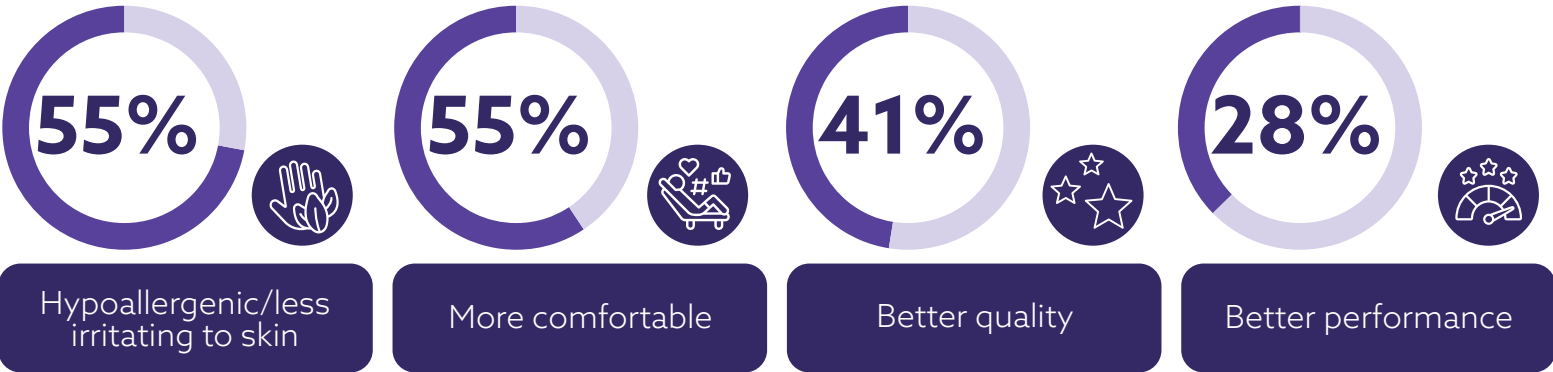
#### Cotton Preference



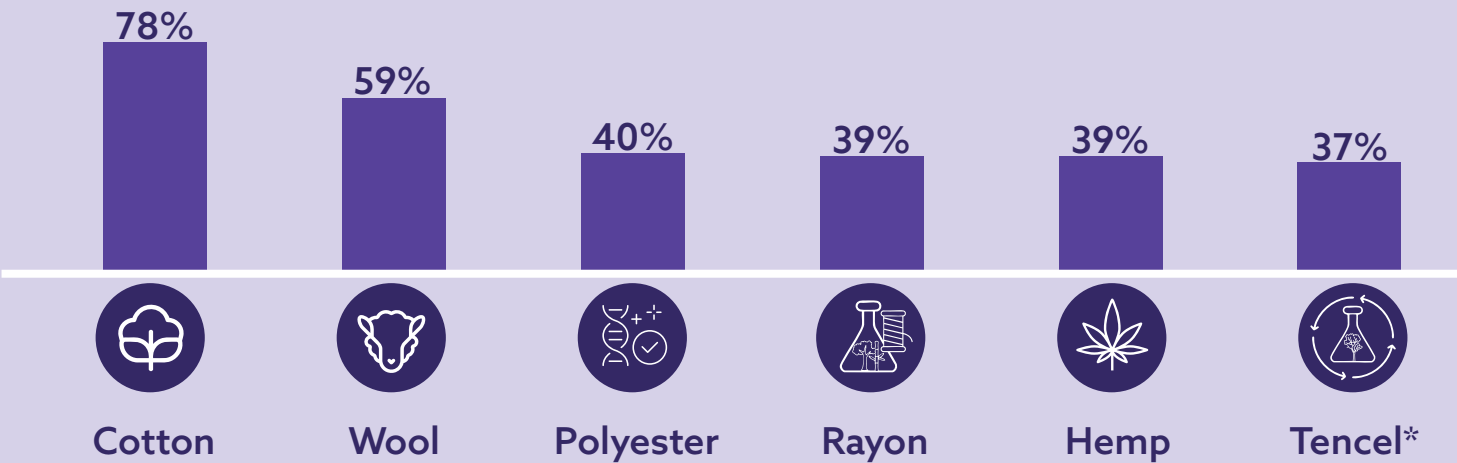
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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