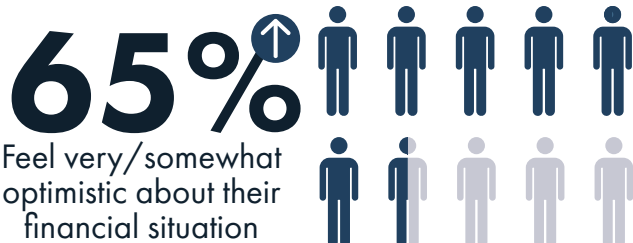


GLOBAL CONSUMER INSIGHTS

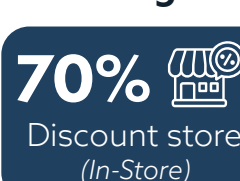
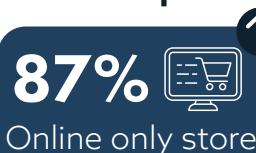
IN THE U.S.

SHOPPING TRENDS

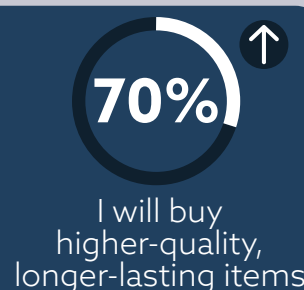
↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Retailers Shopped for Clothing



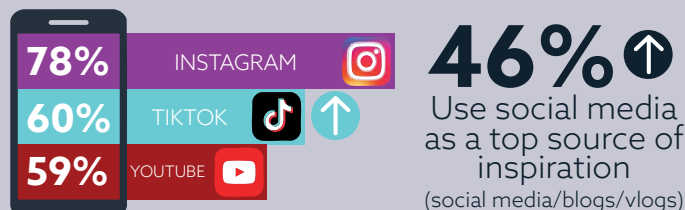
Top Ways Plan to Shop for Clothing in Next Year



Preferred Shopping Method



Top Social Media Sources



Drivers of Consumer Preference



Comfortable



Soft



Authentic



Cotton Preference



Cotton



Denim



Cotton blends

79% ↑

Prefer Cotton, Cotton blends, or Denim



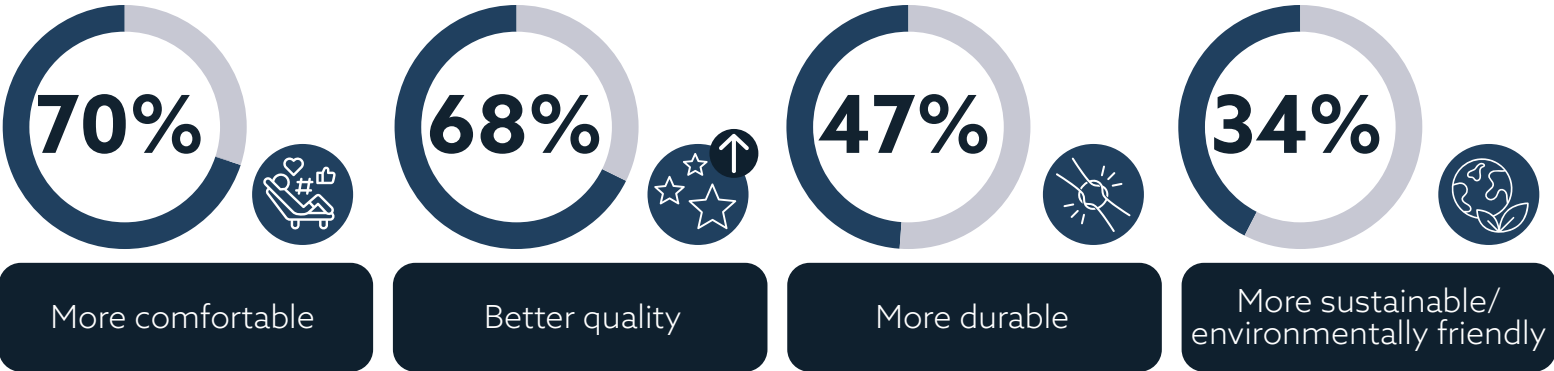
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

AMERICA'S COTTON PRODUCERS AND IMPORTERS Service Marks/Trademarks of Cotton Incorporated ©2025 Cotton Incorporated
Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,000 consumers in the US

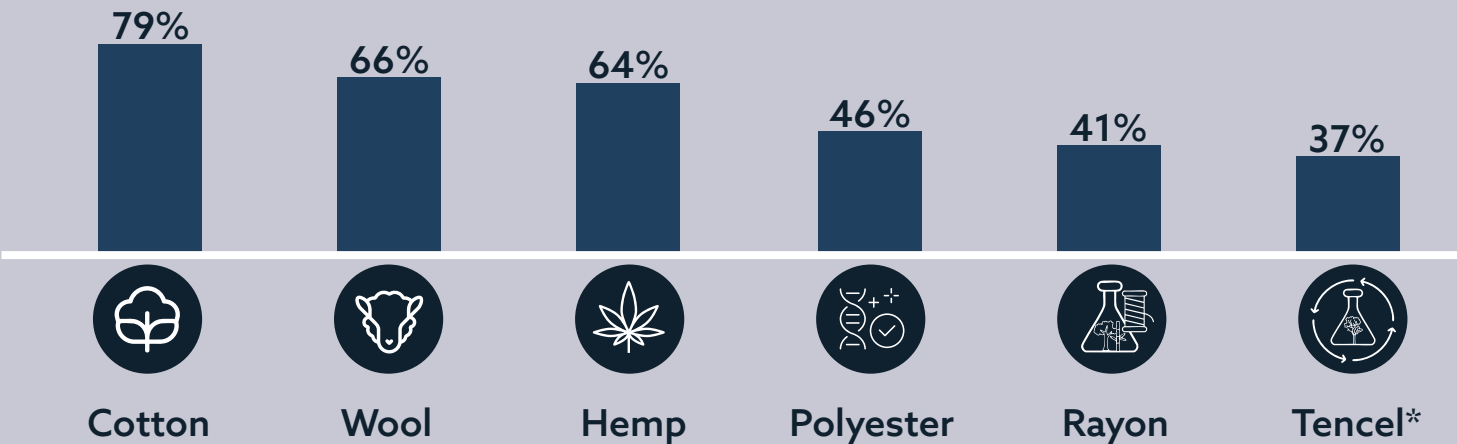
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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