

GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: INDIA



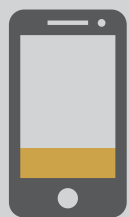
ONLINE SHOPPING SHIFTS TO SMARTPHONES

Percent who prefer using a smartphone to:

Browse Clothing

19%

45%



2018



2021

Purchase Clothing

11%

18%



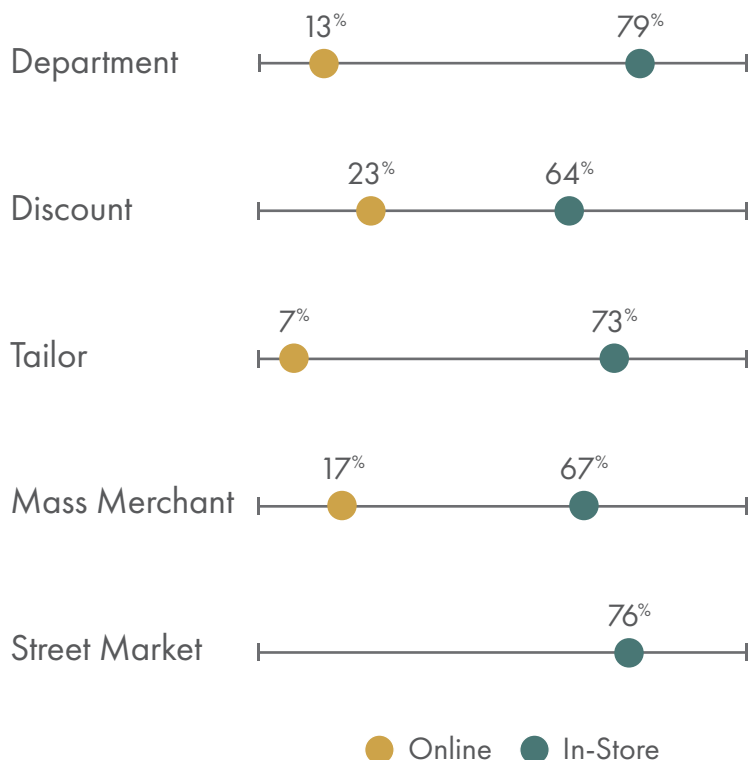
2018



2021

73%
Shop for
clothing online

RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



65% **Other People**
Friends & colleagues, Family,
People you see on the street



57% **Retailer Marketing**
In-store displays, Salespeople,
Catalogs, Store fliers



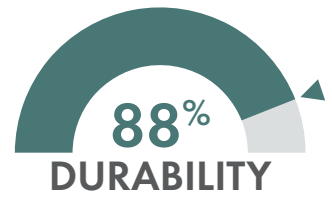
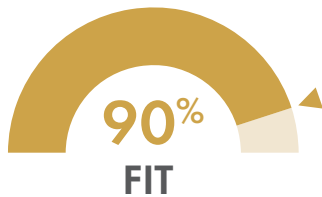
57% **Traditional Media**
TV, Magazines, Celebrities



55% **Online**
Brand and retailer websites,
Retailer email and apps,
Social media, Blogs

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PRIMARY PURCHASE DRIVERS

Important to clothing purchase:

COTTON CLOTHING BEST DESCRIBED AS



MOST COMFORTABLE

81%



MOST SUSTAINABLE

71%



LASTS THE LONGEST

71%



73%

usually check fiber
content labels before
purchasing clothing

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

91%

Temperature
Control

90%

Sweat Hiding
Technology

90%

Durability
Enhancement

88%

Fade
Resistance