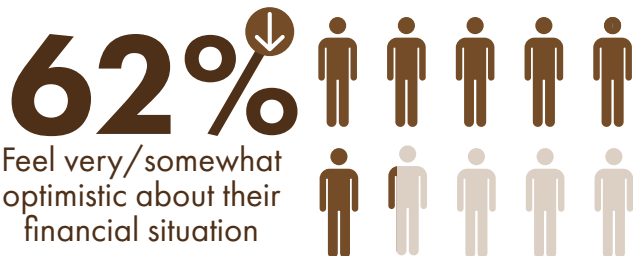


GLOBAL CONSUMER INSIGHTS

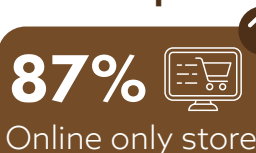
GLOBAL WITHOUT U.S.

SHOPPING TRENDS

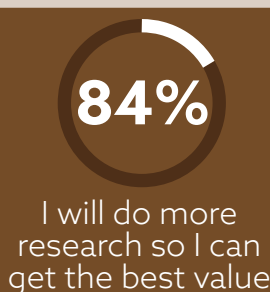
↑ = significantly higher in 2025 ↓ = significantly lower in 2025



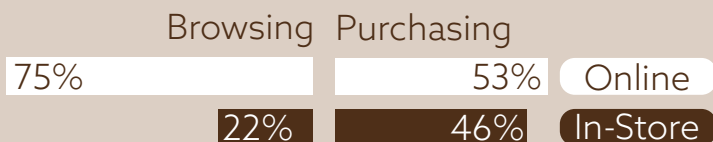
Top Retailers Shopped for Clothing



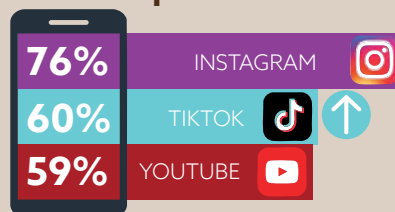
Top Ways Plan to Shop for Clothing in Next Year



Preferred Shopping Method



Top Social Media Sources



Drivers of Consumer Preference



Comfortable



Soft



High Quality



Cotton



Denim



Cotton blends

75%

Prefer Cotton, Cotton blends, or Denim



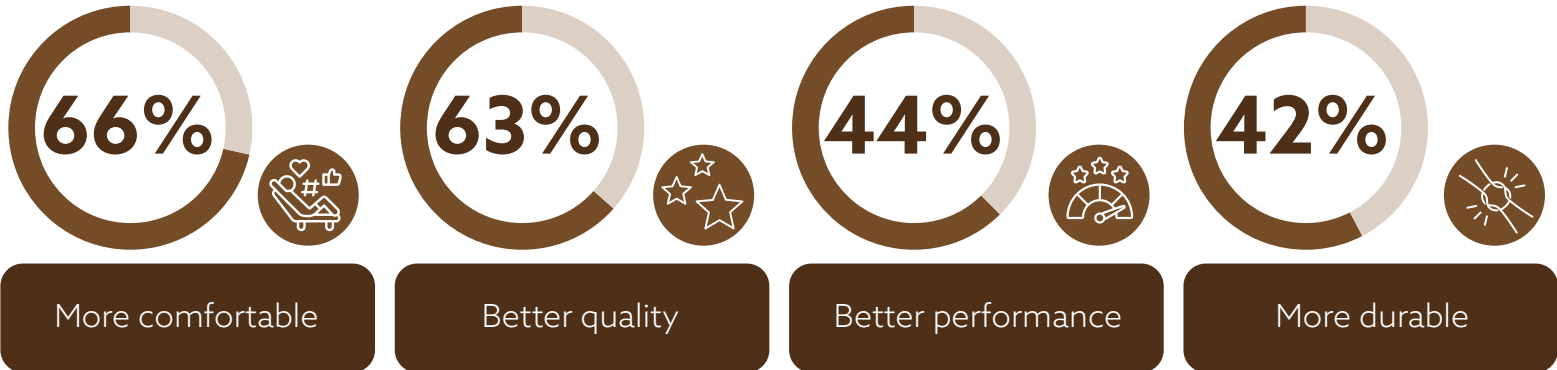
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=12,026 consumers in Colombia, Germany, India, Indonesia, Italy, Japan, Mexico, South Korea, Thailand, Turkey, UK, and Vietnam

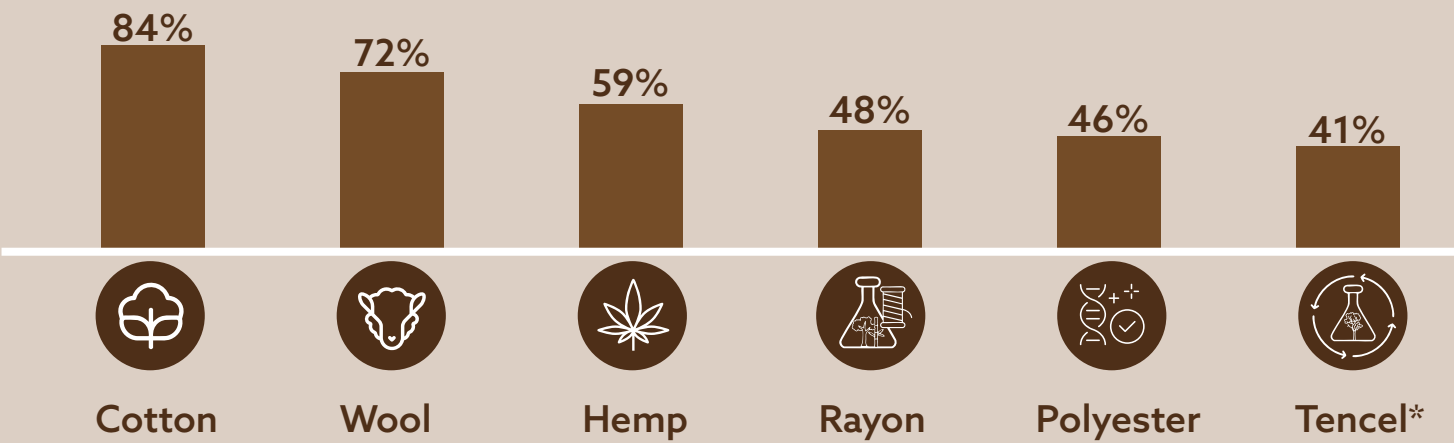
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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