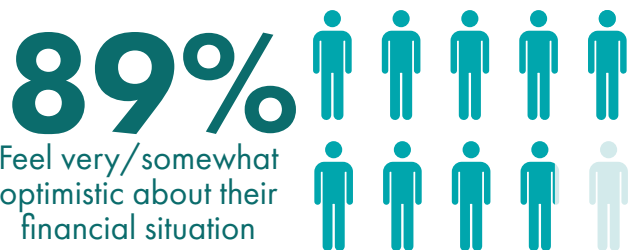


GLOBAL CONSUMER INSIGHTS

IN INDIA

SHOPPING TRENDS

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



Top Retailers Shopped for Clothing

96% 
Online only store

78% 
Mass merchant
(In-Store)

68% 
Discount store
(In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

89%

I will buy clothing in the latest styles

97% ↑

I will buy more comfortable clothing

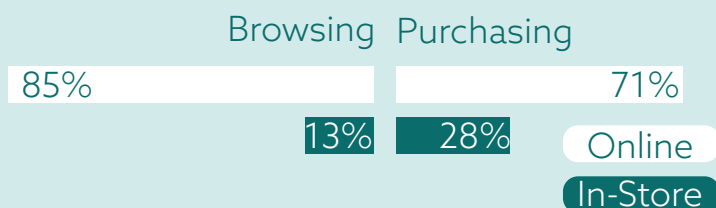
93%

I will do more research so I can get the best value

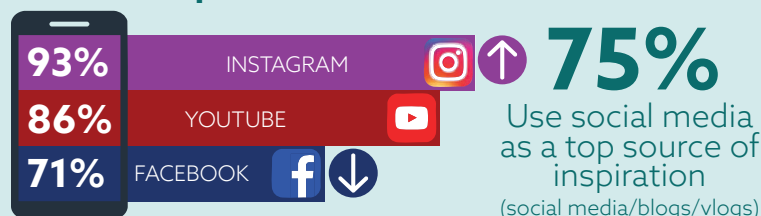
90%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



Drivers of Consumer Preference



Comfortable



73%

High Quality ↑



69%

Soft



66%



Cotton



Denim ↓



Cotton blends

89%

Prefer Cotton, Cotton blends, or Denim

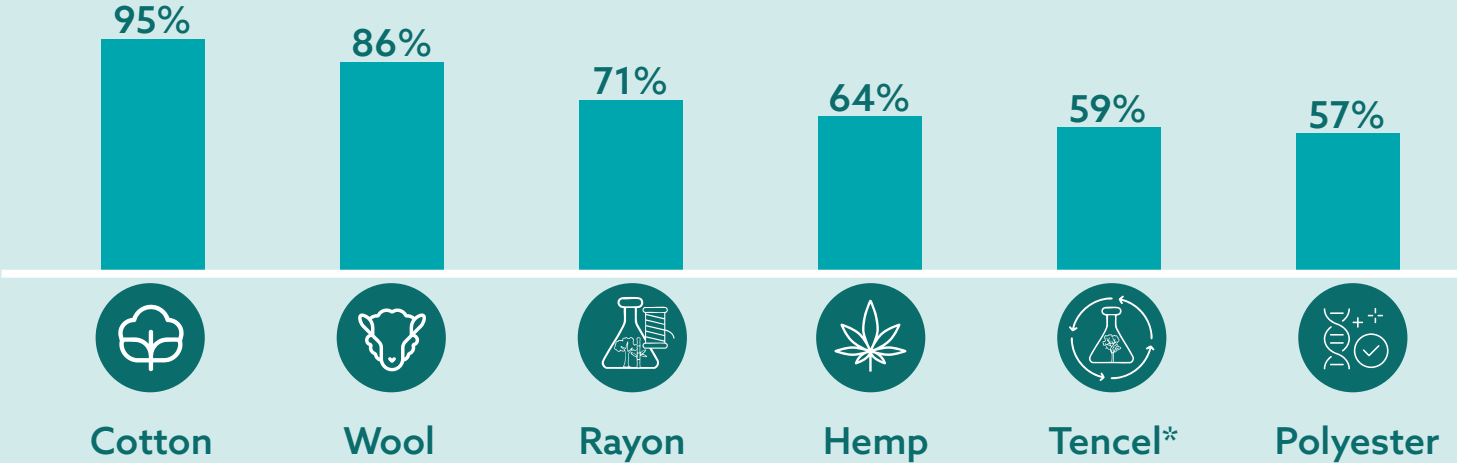
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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