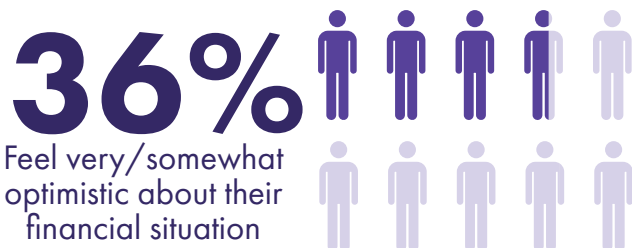


GLOBAL CONSUMER INSIGHTS

IN SOUTH KOREA

SHOPPING TRENDS

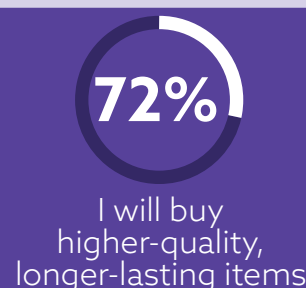
↑ = significantly higher in 2025 ↓ = significantly lower in 2025



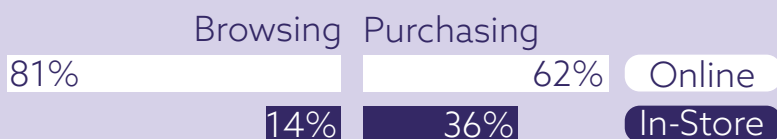
Top Retailers Shopped for Clothing



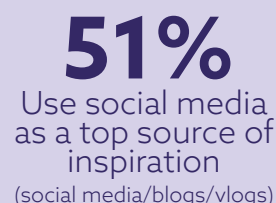
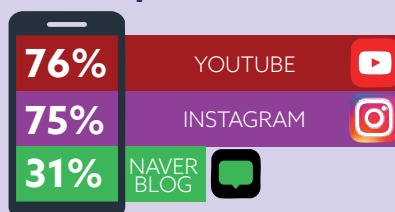
Top Ways Plan to Shop for Clothing in Next Year



Preferred Shopping Method



Top Social Media Sources



Drivers of Consumer Preference



Comfortable



Soft



Authentic



71%

Prefer Cotton, Cotton blends, or Denim



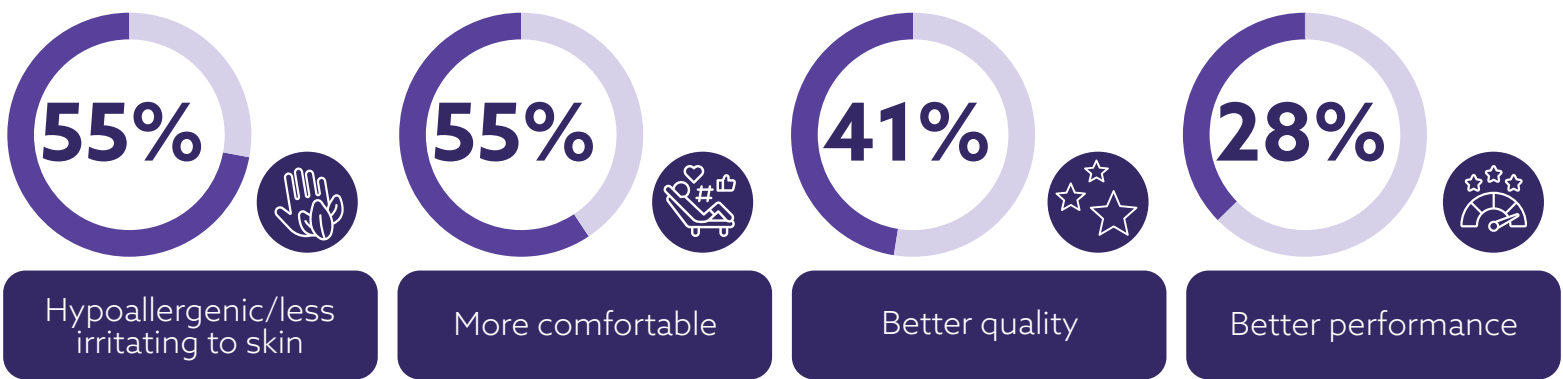
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,000 consumers in South Korea

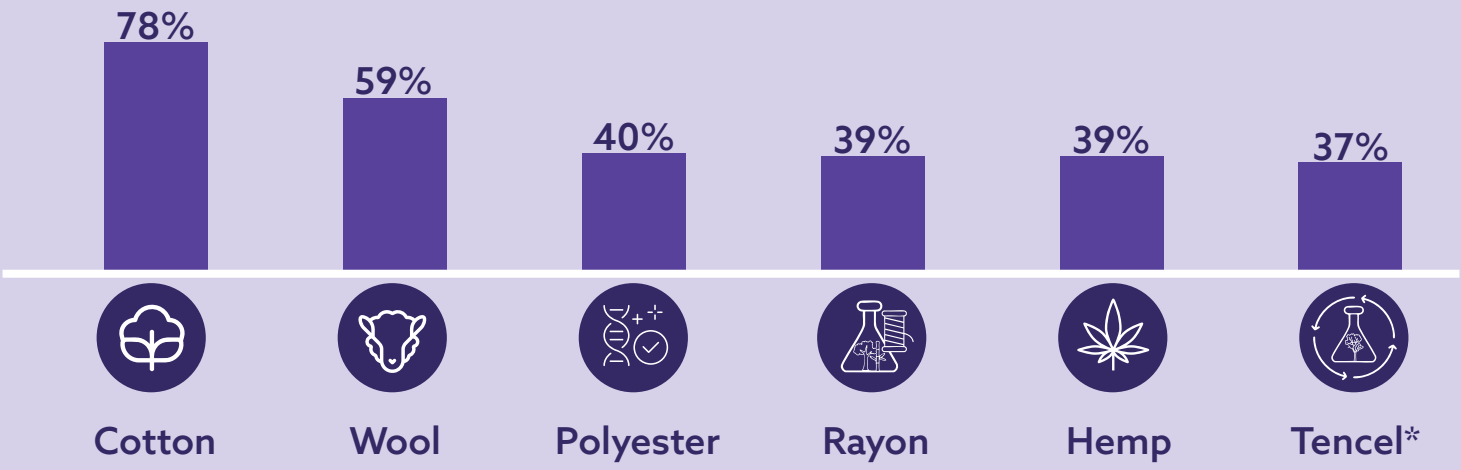
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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