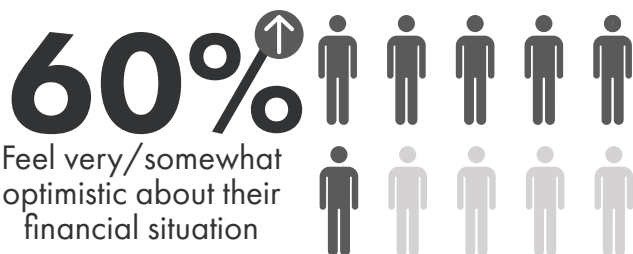


GLOBAL CONSUMER INSIGHTS

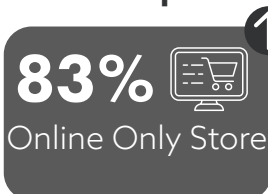
IN THE U.K.

SHOPPING TRENDS

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



Top Retailers Shopped for Clothing



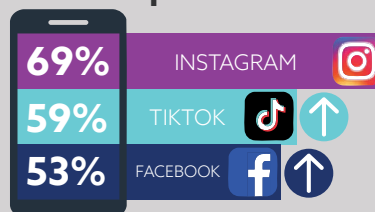
Top Ways Plan to Shop for Clothing in Next Year



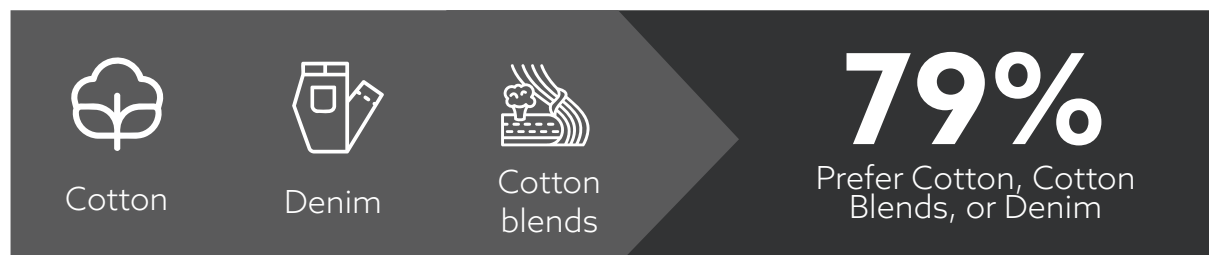
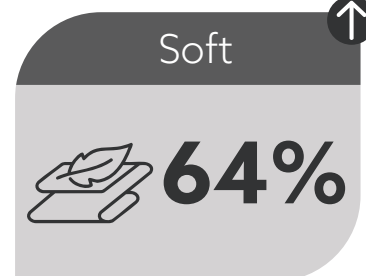
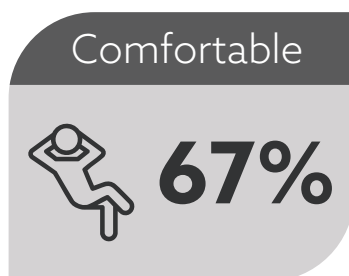
Preferred Shopping Method



Top Social Media Sources



Cotton Preference



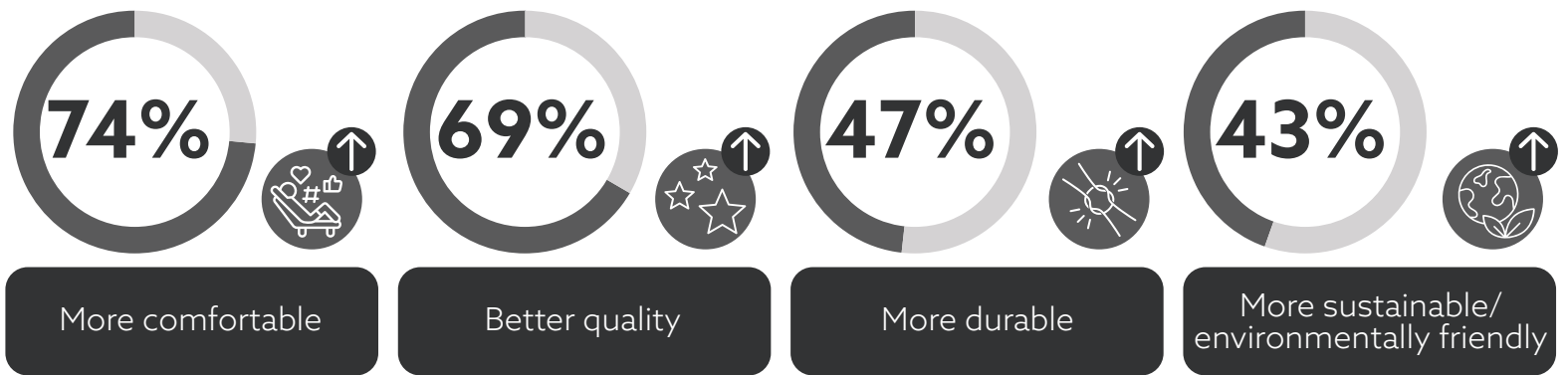
Drivers of Consumer Preference



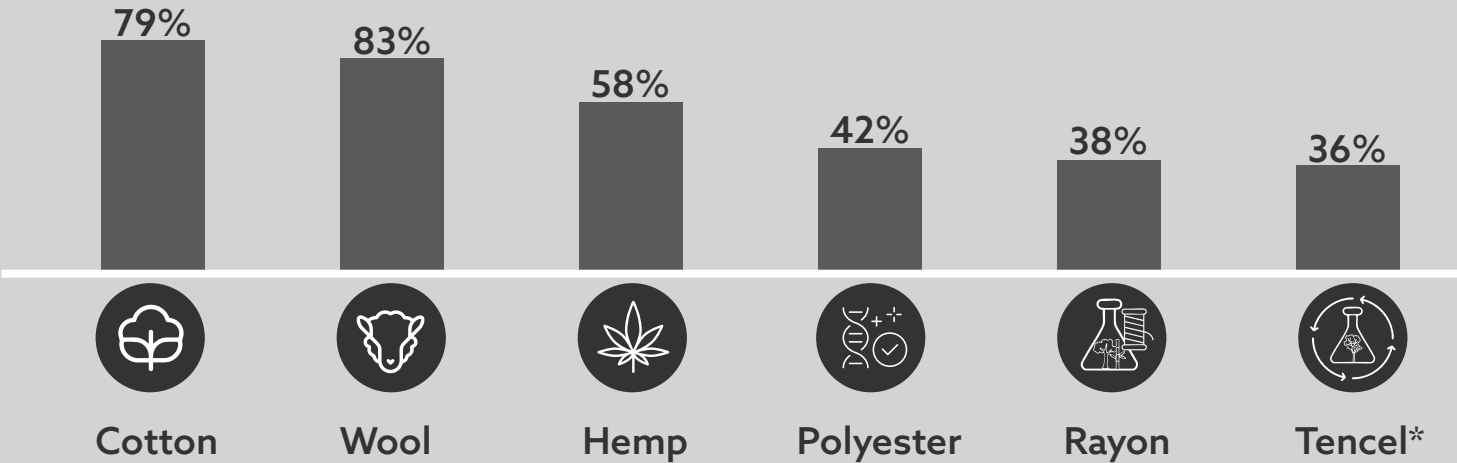
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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