



GLOBAL LIFESTYLE MONITOR: CHINA



SHOPPING TRENDS



Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



87%
Online only
store



72%
Chain/Specialty
shops (In-Store)



71%
Department Store
(In-Store)



69%
Prefer trying on in-store

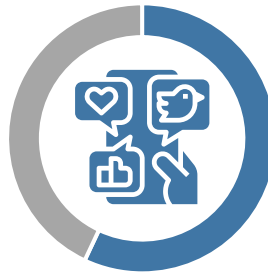


82%
Prefer browsing online

Top Sources of Inspiration



63%
In-Store
(displays/salespeople)



57%
Social media
(social media sites/blogs/vlogs)



54%
People
(family/friends/people on street)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



57%
Comfort



57%
Authentic



51%
Sustainable



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COTTON PREFERENCE



66%

Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



64%

Comfort



51%

Quality



58%

Cotton



9%

Denim /
Jeanswear



9%

Rayon



74%

Prefer cotton, cotton
blends or denim



SUSTAINABILITY

Sustainability Importance

Only purchase sustainable
clothing



Sustainability is a nice to
have



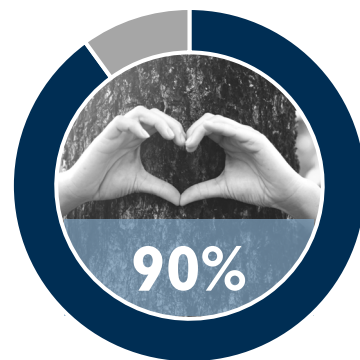
I don't care if clothing is
sustainable



I don't know how to tell if
clothing is sustainable



Concerned about Environmental Change



Safe for the Environment (% Safe)

61%



Cotton

59%



Wool

56%



Hemp

51%



Tencel

41%



Rayon

32%



Polyester



COTTON USA™

CHINA • COLOMBIA • GERMANY • INDIA • INDONESIA • ITALY • JAPAN • MEXICO • THAILAND • TURKEY • VIETNAM • UK • US
Source: Cotton Council International and Cotton Incorporated's Global Monitor Survey, a biennial consumer research study.
In the 2023 survey approximately 13,000 consumers (1,000 consumers in each of 13 countries) were surveyed.
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