



GLOBAL LIFESTYLE MONITOR: GERMANY



SHOPPING TRENDS



46%

Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



80%

Online only
store



62%

Multi-Channel
retailer (In-Store)



54%

Department store
(In-Store)



73%

Prefer trying on in-store



78%

Prefer repeat purchasing
online

Top Sources of Inspiration



49%

People

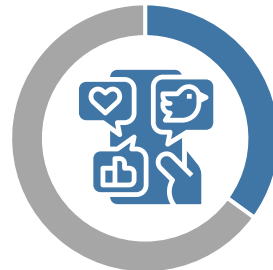
(family/friends/people on street)



36%

Retailer media

(website/emails/apps)



35%

Social media

(sites/blogs/vlogs)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Quality



Comfort



Fit

Cotton is the most...



63%

Comfortable



62%

High
Quality



59%

Soft



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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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COTTON PREFERENCE



43%

Are willing to pay
more for cotton



Reasons Willing to Pay More for Cotton



60%
Quality



47%
Comfort



47%
Sustainable

Top Preferred Materials



38%
Cotton



19%
Cotton
blends



16%
Denim /
Jeanswear



73% Prefer cotton, cotton
blends or denim



SUSTAINABILITY

Sustainability Importance

Only purchase sustainable
clothing



11%

Sustainability is a nice to
have



57%

I don't care if clothing is
sustainable



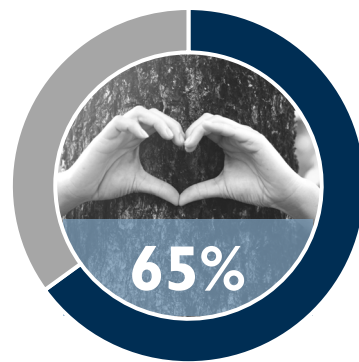
22%

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



10%

Concerned about Environmental Change



65%



Safe for the Environment (% Safe)

66%



Hemp

62%



Cotton

62%



Wool

32%



Tencel

30%



Rayon

19%



Polyester



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