



GLOBAL LIFESTYLE MONITOR: INDIA



SHOPPING TRENDS



Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



96%
Online only
store



75%
Street Markets
(In-Store)



64%
Department Store
(In-Store)

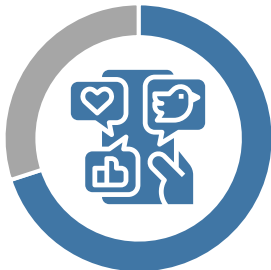


59%
Prefer trying on in-store



88%
Prefer browsing online

Top Sources of Inspiration



73%
Social media
(sites/blogs/vlogs)



73%
Traditional media
(TV/movies/magazines/celebrities)



71%
People
(family/friends/people on street)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit



70%
Comfortable

Cotton is the most...



63%
High
Quality



61%
Sustainable



61%
Authentic



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COTTON PREFERENCE



80%

Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



79%

Comfort



72%

Quality

Top Preferred Materials



44%

Cotton



26%

Denim /
Jeanswear



19%

Cotton
blends



90%

Prefer cotton, cotton
blends or denim



SUSTAINABILITY

Sustainability Importance

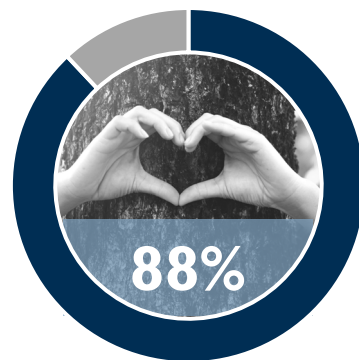
Only purchase sustainable clothing 53%

Sustainability is a nice to have 41%

I don't care if clothing is sustainable 3%

I don't know how to tell if clothing is sustainable 3%

Concerned about Environmental Change



Safe for the Environment (% Safe)

73%



Cotton

61%



Wool

47%



Rayon

43%



Tencel

42%



Hemp

35%



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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