



GLOBAL LIFESTYLE MONITOR: INDONESIA



SHOPPING TRENDS



79%

Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



97%

Online only
store



77%

Department Store
(In-Store)



74%

Peer to Peer Selling
(Online)



91%

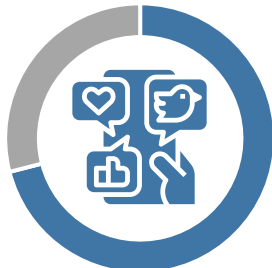
Prefer trying on in-store



83%

Prefer browsing online

Top Sources of Inspiration



71%

Social media
(sites/blogs/vlogs)



57%

Magazines/Television/
Movies/Celebrities



50%

People



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Durability

Cotton is the most...



78%

Comfortable



68%

High
Quality



65%

Soft



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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GLOBAL LIFESTYLE MONITOR: INDONESIA



COTTON PREFERENCE



70%

Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



82%

Comfort



69%

Quality

Top Preferred Materials



45%

Cotton



27%

Denim /
Jeanswear



15%

Cotton
blends



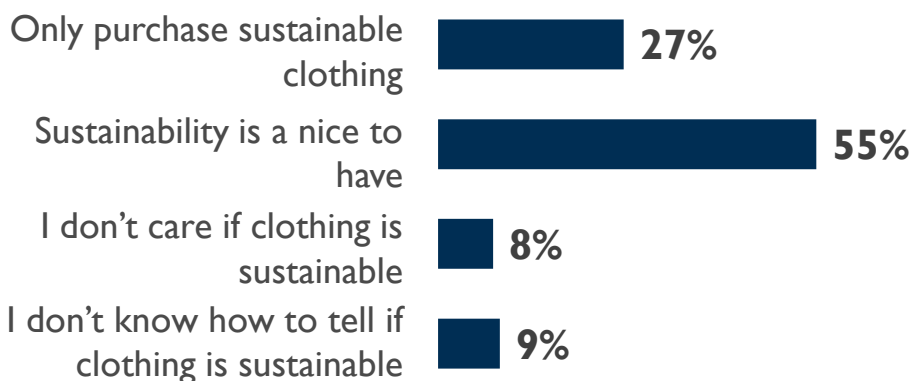
87%

Prefer cotton, cotton
blends or denim

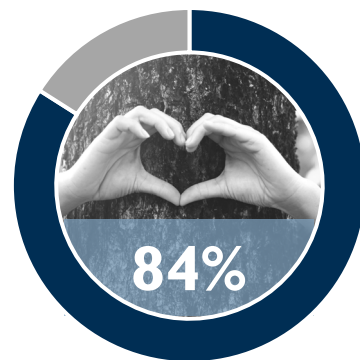


SUSTAINABILITY

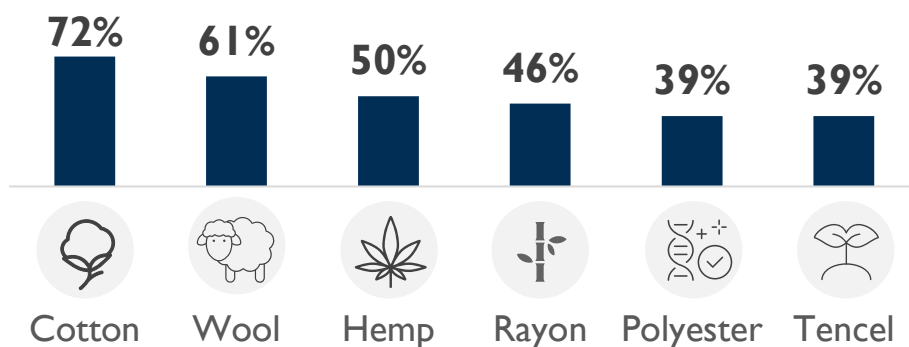
Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)



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