



# GLOBAL LIFESTYLE MONITOR: ITALY



## SHOPPING TRENDS



44%

Feel very/somewhat optimistic about their financial situation

## Top Retailers Shopped for Clothing



84%

Online only store



69%

Multi-Channel Retailers (In-Store)



68%

Sporting Goods Store (In-Store)



75%

Prefer trying on in-store



78%

Prefer browsing online

## Top Sources of Inspiration



42%

In-Store

(displays/salespeople)



40%

Traditional media

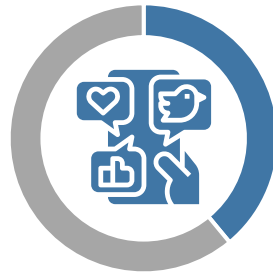
(TV/movies/magazines/celebrities)



40%

People

(family/friends/people on street)



39%

Social media

(social media sites/blogs/vlogs)



## DRIVERS OF CONSUMERS' PURCHASES

### Top Drivers



Comfort



Quality



Fit

### Cotton is the most...



67%

Authentic



65%

Comfortable



65%

High Quality



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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



49%

Are willing to pay more  
for cotton >>>>

## Reasons Willing to Pay More for Cotton



56%

Quality



45%

Comfort

## Top Preferred Materials



49%

Cotton



21%

Denim /  
Jeanswear



15%

Cotton  
blends



85%

Prefer cotton, cotton  
blends or denim



## SUSTAINABILITY

### Sustainability Importance

Only purchase sustainable  
clothing



18%

Sustainability is a nice to  
have



58%

I don't care if clothing is  
sustainable



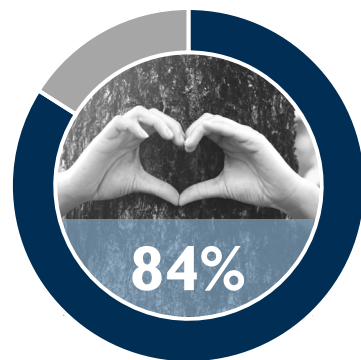
9%

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



15%

### Concerned about Environmental Change

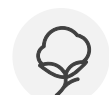


84%



### Safe for the Environment (% Safe)

69%



Cotton

65%



Wool

64%



Hemp

25%



Rayon

24%



Tencel

19%



Polyester



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