



# GLOBAL LIFESTYLE MONITOR: JAPAN



## SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

### Top Retailers Shopped for Clothing



**70%**  
Online only store



**70%**  
Off Price/Discount  
(In-Store)



**57%**  
Multi-Channel Retailers  
(In-Store)



**93%**  
Prefer trying on in-store



**70%**  
Prefer repeat purchasing online

### Top Sources of Inspiration



**52%**  
In-Store  
(displays/salespeople)



**39%**  
People  
(family/friends/people on street)



**39%**  
Traditional media  
(TV/movies/magazines/celebrities)



## DRIVERS OF CONSUMERS' PURCHASES

### Top Drivers



Comfort



Quality



Fit

### Cotton is the most...



**54%**  
Comfortable



**47%**  
Authentic



**44%**  
Soft



# GLOBAL LIFESTYLE MONITOR: JAPAN



## COTTON PREFERENCE



27%

Are willing to pay more  
for cotton >>>>

## Reasons Willing to Pay More for Cotton



63%

Quality



57%

Comfort

## Top Preferred Materials



27%

Cotton



20%

Denim /  
Jeanswear



18%

Don't  
Know



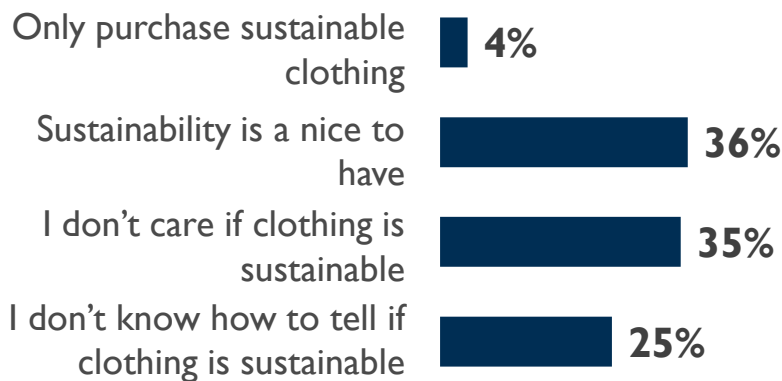
54%

Prefer cotton, cotton  
blends or denim

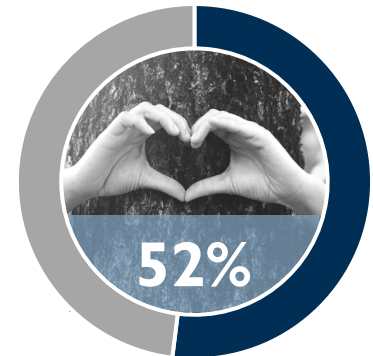


## SUSTAINABILITY

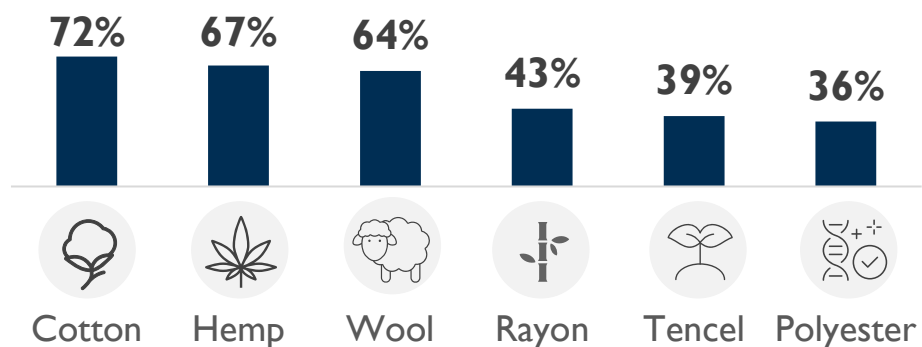
### Sustainability Importance



### Concerned about Environmental Change



### Safe for the Environment (% Safe)



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.  
© 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL LIFESTYLE MONITOR SURVEY

