



GLOBAL LIFESTYLE MONITOR: THAILAND



SHOPPING TRENDS



Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



83%
Online only
store



77%
Department Store
(In-Store)



77%
Street Markets
(In-Store)

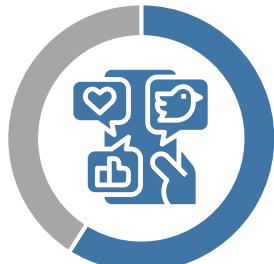


83%
Prefer trying on in-store



78%
Prefer browsing online

Top Sources of Inspiration



59%
Social media
(sites/blogs/vlogs)



51%
Traditional media
(TV/movies/magazines/celebrities)



47%
People
(family/friends/people on street)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Durability

Top Perceptions of Cotton



58%
Authentic



53%
Soft



49%
Comfortable



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COTTON PREFERENCE



42%

Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



66%

Comfort



62%

Quality

Top Preferred Materials



26%

Cotton



22%

Denim /
Jeanswear



17%

Cotton
blends



66%

Prefer cotton, cotton
blends or denim



SUSTAINABILITY

Sustainability Importance

Only purchase sustainable
clothing



Sustainability is a nice to
have



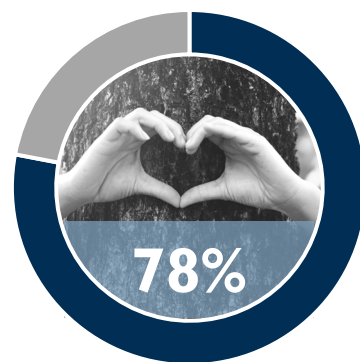
I don't care if clothing is
sustainable



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



Concerned about Environmental Change



Safe for the Environment (% Safe)

63%



Cotton

42%



Polyester

42%



Rayon

39%



Tencel

39%



Hemp

35%



Wool



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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