



GLOBAL LIFESTYLE MONITOR TURKEY



SHOPPING TRENDS



63%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



88%
Online only store



74%
Apparel special shop (in-store)



71%
Department Store (In-Store)



10 icons representing people, with 82% having a hanger above their head.
82%
Prefer trying on in-store



10 icons representing people, with 78% having a magnifying glass above their head.
78%
Prefer browsing online

Top Sources of Inspiration



58%
People
(family/friends/people on street)



57%
Social media
(sites/blogs/vlogs)



51%
In-Store
(displays/salespeople)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



76%
Soft



73%
Comfortable



72%
High Quality



GLOBAL LIFESTYLE MONITOR TURKEY



COTTON PREFERENCE



75%
Are willing to pay more
for cotton

Reasons Willing to Pay More for Cotton



62%
Comfort



60%
Quality

Top Preferred Materials



41%
Cotton



28%
Denim /
Jeanswear



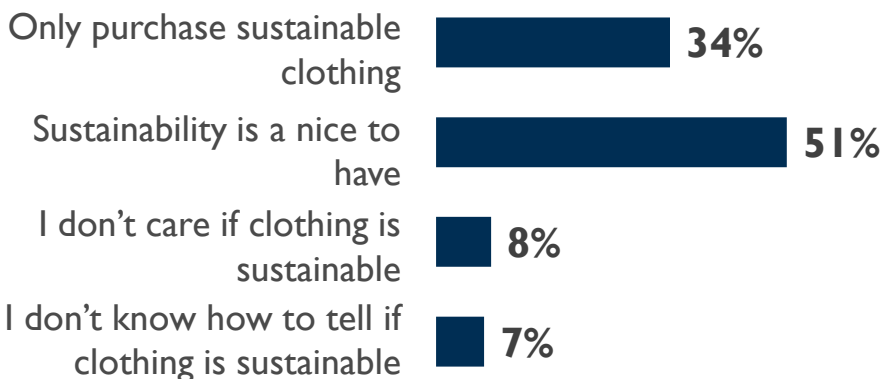
16%
Cotton
blends



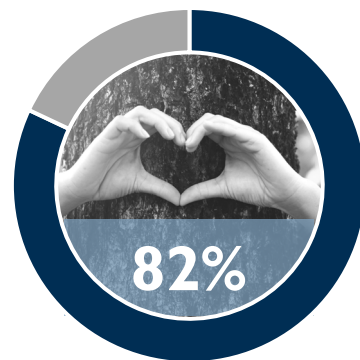
85% Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

