



GLOBAL LIFESTYLE MONITOR: UNITED KINGDOM



SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



77%
Online only store



67%
Off Price/Discount
(In-Store)



63%
Hypermarkets/
Warehouse (In-Store)



78%
Prefer trying on in-store



80%
Prefer browsing online

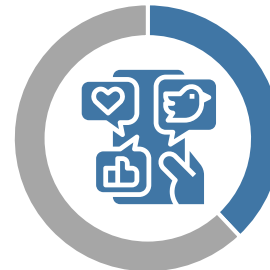
Top Sources of Inspiration



49%
People
(family/friends/people on street)



41%
Retailer media
(website/emails/apps)



38%
Social media
(sites/blogs/vlogs)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



63%
Comfortable



61%
Soft



57%
High
Quality



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COTTON PREFERENCE



39%
Are willing to pay more
for cotton

Reasons Willing to Pay More for Cotton



61%
Comfort



58%
Quality

Top Preferred Materials



38%
Cotton



20%
Denim /
Jeanswear



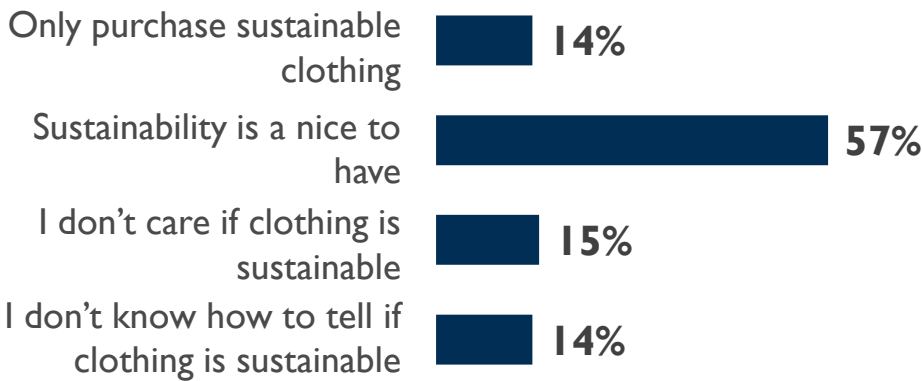
17%
Cotton
blends



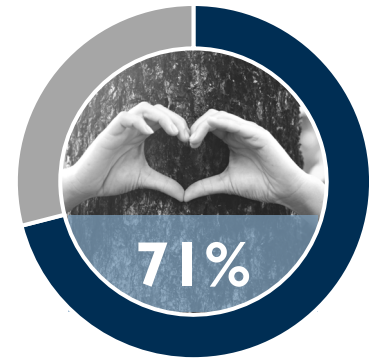
74% Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

