



GLOBAL LIFESTYLE MONITOR: USA



SHOPPING TRENDS



56%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



79%

Online only store



75%

Mass Merchant (In-Store)



67%

Off Price/Discount (In-Store)



83%

Prefer trying on in-store



72%

Prefer browsing online

Top Sources of Inspiration



51%

People

(family/friends/people on street)



39%

In-Store

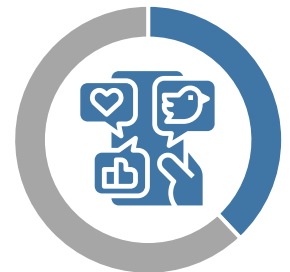
(displays/salespeople)



38%

Traditional media

(TV/movies/magazines/celebrities)



38%

Social media

(sites/blogs/vlogs)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



66%

Comfortable



65%

Soft



56%

Authentic



GLOBAL LIFESTYLE MONITOR: USA



COTTON PERCEPTIONS



36%

Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



71%
Comfort



58%
Quality

Top Preferred Materials



34%
Cotton



25%
Cotton
blends



17%
Denim /
Jeanswear

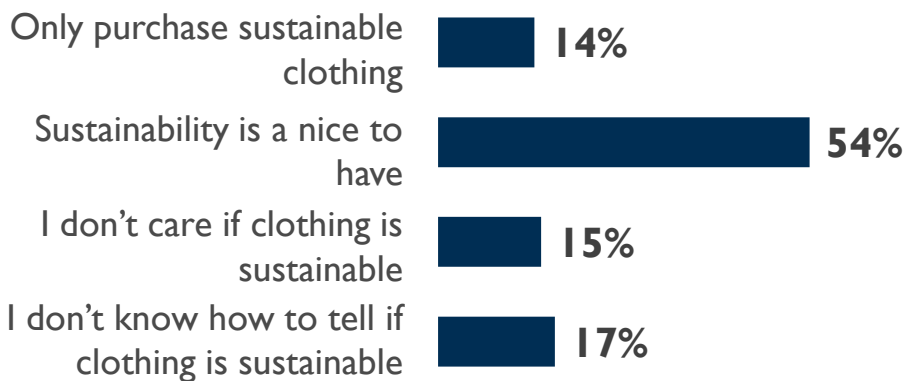


76% Prefer cotton, cotton
blends or denim

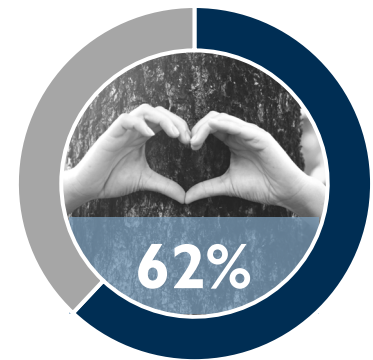


SUSTAINABILITY

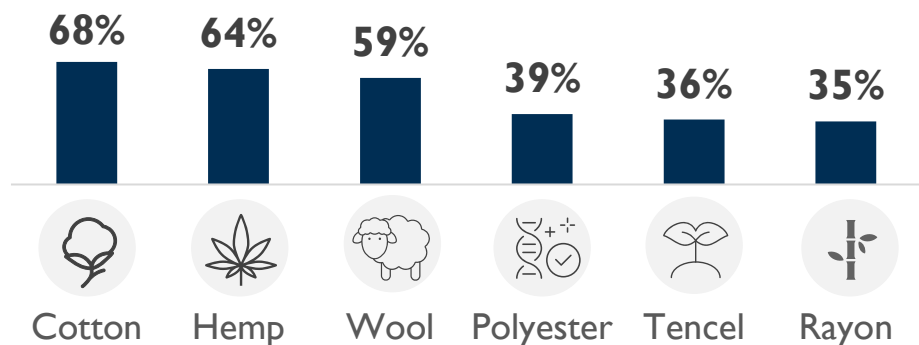
Sustainability Importance



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.
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