



GLOBAL LIFESTYLE MONITOR: VIETNAM



SHOPPING TRENDS



Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



85%
Peer to Peer
Selling (Online)



71%
Street Markets
(In-Store)



66%
Department Store
(In-Store)



87%
Prefer trying on in-store



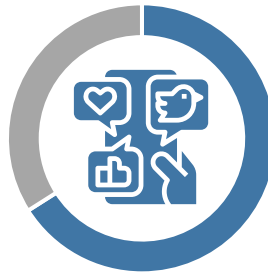
89%
Prefer browsing online

Top Sources of Inspiration



72%
People

(family/friends/people on street)



66%

Social media
(sites/blogs/vlogs)



56%

In-Store
(displays/salespeople)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



67%
Soft



46%
Comfortable



36%
Authentic



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COTTON PREFERENCE



61%

Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



69%

Comfort



61%

Sustainable



31%

Spandex/
Lycra



17%

Rayon



16%

Denim /
Jeanswear



26%

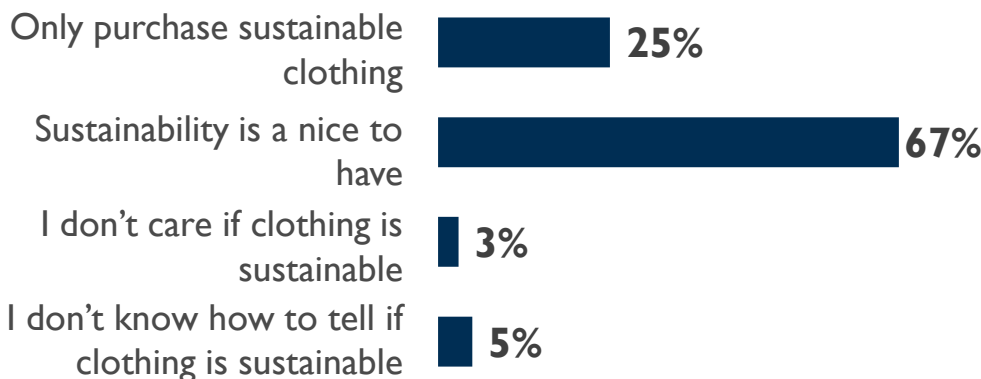
Prefer cotton, cotton
blends or denim

Top Preferred Materials

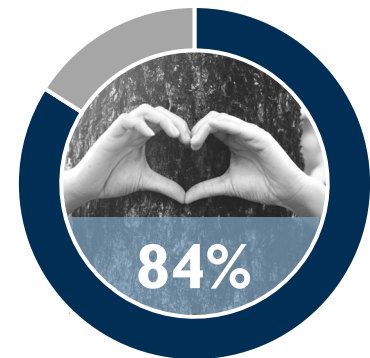


SUSTAINABILITY

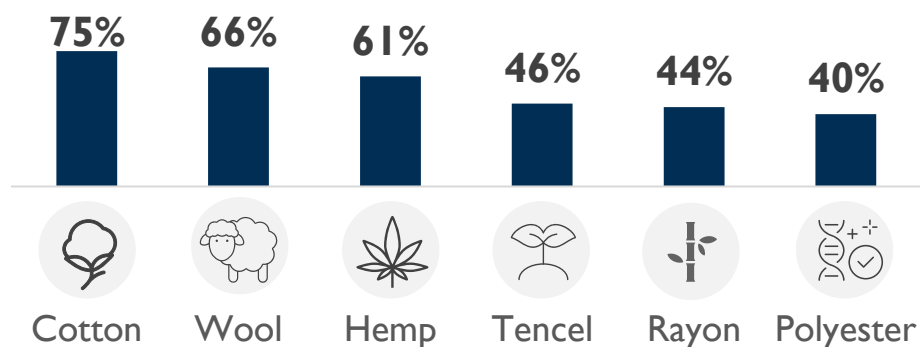
Sustainability Importance



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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