

INSIGHTS

SUSTAINABILITY: CONCERNED CONSUMERS

With increasing attention to global environmental change, 86% of consumers across the world are concerned about sustainability, and this concern has only grown in the past year. As environmental issues like air pollution and water quality/scarcity touch their everyday lives, 93% of consumers in emerging markets express concern for sustainability. Brands can partner with consumers by offering products they perceive as natural and safe for the environment.

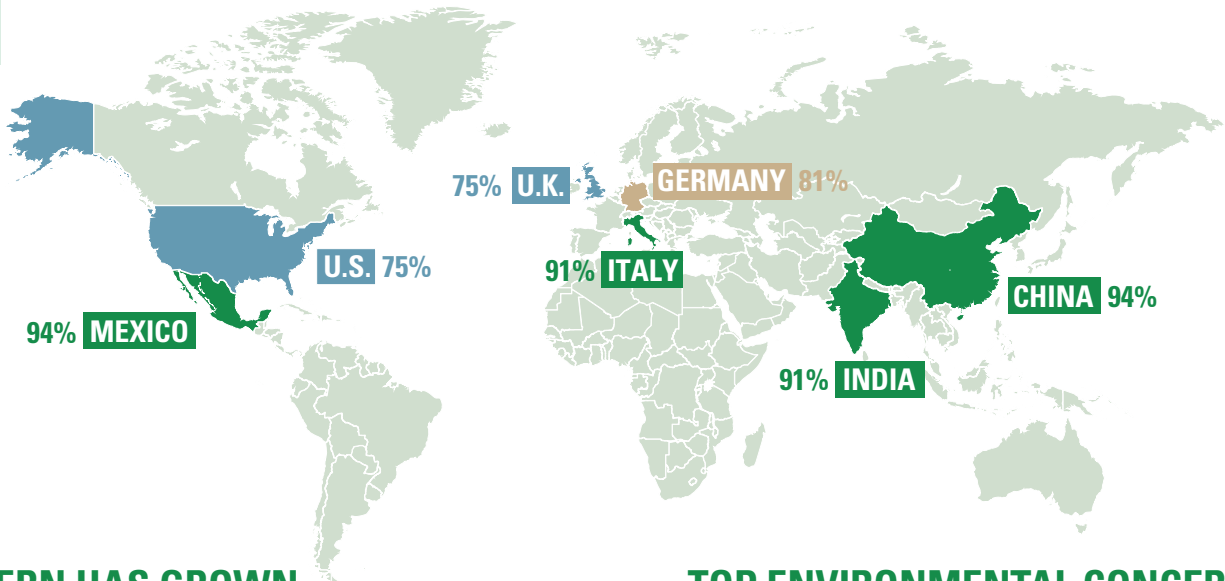
KEY INSIGHTS

- Sustainability is a rising concern for consumers, especially those in emerging markets such as China, India, and Mexico, highlighting the need for brands to address the environmental impact of their products.
- Consumers think of sustainability in terms of preserving – or at least not damaging – the environment. Products described as “natural” communicate environmental-friendliness to consumers.
- Brands can speak to consumers’ concern for sustainability by marketing clothing made from natural fibers such as cotton.



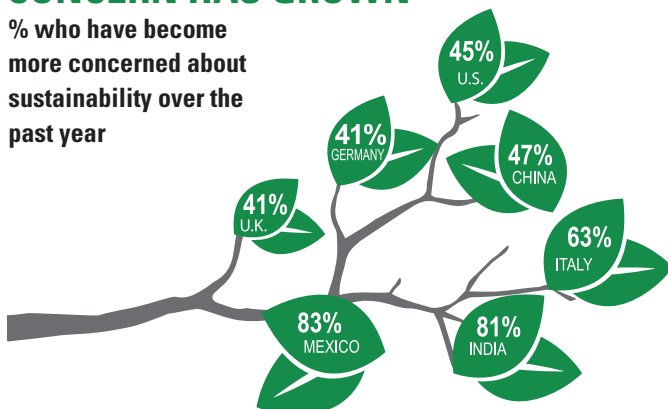
GLOBAL CONCERN FOR SUSTAINABILITY

% saying concerns about environmental change are very real and require change in our behavior

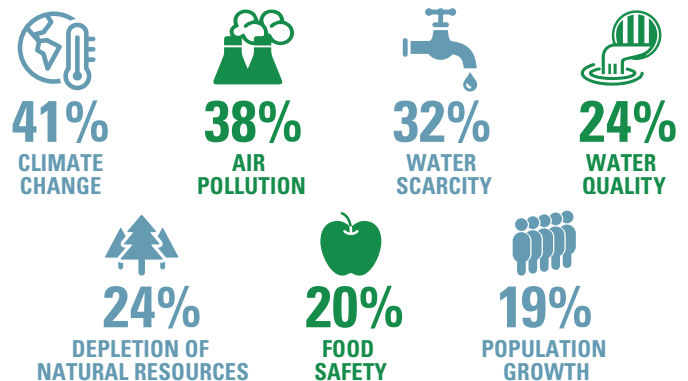


CONCERN HAS GROWN

% who have become more concerned about sustainability over the past year



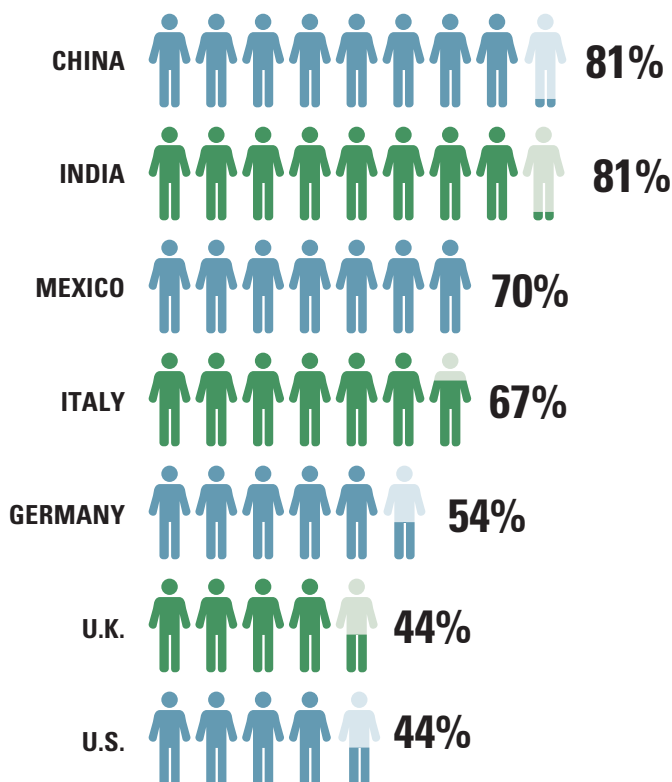
TOP ENVIRONMENTAL CONCERNS



Consumer concern for sustainability affects shopping behavior as 63 % of consumers globally – including 77 % of consumers in emerging markets – put time and effort into finding sustainable clothing. They connect ideas of sustainability with naturalness, understanding both as tied to the earth's resources. Thus, the effort to make sustainable purchases leads consumers to clothing made of natural fibers, especially cotton.

SUSTAINABILITY IN CLOTHING PURCHASES

% putting time and effort into finding sustainable clothing



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CONSUMERS SAY SUSTAINABLE CLOTHING IS...



NATURAL
56%



100% COTTON
52%



1 in 2 consumers have spent more money to buy clothing made from natural fibers such as cotton

WHAT DOES "SUSTAINABLE" MEAN?



"Environmentally friendly and made of renewable raw materials."

– German Consumer

WHAT DOES "NATURAL" MEAN?



"I associate it with nature, something pure, without processing, basic."

– Mexican Consumer

Sources: Cotton Council International & Cotton Incorporated 2017 Global Environment Survey – survey of 7,365 women & men, ages 18-60 in the U.S., U.K., India, China, Mexico, Germany, and Italy who have involvement in clothes shopping.



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