

The Key To Confidence: Consumers and Textile Sustainability

Mindsets, Changing Behaviors and Outlooks

11,200 Consumers of Apparel & Home Textiles

10 Countries

Australia, Brazil,
Canada, China,
Germany, India, Japan, Spain,
Switzerland, USA



≥1,000

Consumers per Country




- Sampling was representative
- Local languages used

Participants

Required:

- Age 18+
- Key Decision Maker for Clothing/Home Purchases
- ≥3x/year New Clothing/Home Purchases

Represented:

-  Millennials, Generation X, Baby Boomers
-  63% of U.S. purchasers were female
-  Household types including those with Children Under 18 & Toddlers

1,745 U.S. Consumers of Clothing & Home Textiles

“ I know that my personal ecological footprint is large and if I could change that in an easy way, I would. I want to know that I’m being a concerned and responsible human being and make sure that what I buy isn’t making the world worse.



U.S. Consumers DO think Climate change is a serious issue

71% Climate change is a real and very serious problem

65% Largely due to emissions from human activities

61% Committed to a sustainable, environmentally friendly lifestyle

“ I feel it’s very important that we take care of the earth for ourselves and future generations. I also feel that people have to wear clothing and eat foods that are safe and healthy. Every company and industry needs to be socially responsible for the sake of people and the environment.



People are “shocked” after learning 10 textile industry facts

47% Will become better informed about the textile products they purchase

47% Will purchase eco-friendly clothing

45% Will favor brands that offer clothing that is safe and responsibly produced

“ We are concerned about what we eat but how about what is touching the biggest organ in our body, our skin? After reading about all the chemicals used in clothing in this survey, I am concerned about the clothes I buy, especially for my grandson.

“ After reading the horrible facts about child labor, water usage and unsafe clothing, I am utterly disgusted. Any company that helps combat these problems will get my money.



Eco-friendly purchases enhance brand perception

73% Have heard of eco-friendly clothing
87% for parents

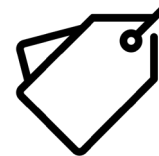
24% Have purchased eco-friendly clothing
44% for parents

Buyer Perceptions

Animal-friendly, expensive, hard to find, high quality, innovative, unique, soft

“ To be able to find the background of products being purchased enables me to do my part as a parent and socially moral individual to protect loved ones and others from toxicity and unfairness.

“ I think every little bit helps. I can’t personally change the world but if we all just do better each year, it will have a huge impact. I feel that buying certified clothing is one small step I can take to help preserve the earth.



Consumers are interested but skeptical

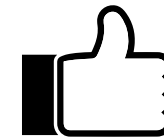
53% Interested in knowing if clothing is certified safe from harmful chemicals

17% Have purchased certified clothing

52% Check if eco-claims are true

“ This is a serious problem most people like myself are not very informed about. We need to do more to stop this. I will start looking at labels today.

“ It’s clear that we need to start being more responsible with everything we do, purchase, etc. I’m not sure where to start, but I know it is the right thing to do. I want to be able to train my children and influence those around me.



People want to “do the right thing”—Brands & retailers can help

33% Avoid companies not friendly to environment or workers and check for recyclable packaging

31% Like to know small steps brands have taken to be sustainable, even if not fully green

Parenthood

Often the catalyst for healthier, more sustainable lifestyles

“ I had not thought about this before but I would now be interested to know about the clothing brands I typically purchase.

“ We should do everything possible to protect our environment. We have to support the industries that produce environment-friendly products.



U.S. Consumers are concerned about harmful substances

50% Don’t know much about the way clothes/textiles are produced

55% Rate safety from harmful substances extremely or very important

79% Did NOT rate the textile industry highly for clothing produced in a socially responsible way



Tell your sustainability story—make it easy to verify

Time
U.S. consumers are particularly sensitive to time constraints.

Shortcuts
Trusted brand reputations
Confidence in certifications

“ Third party certifiers do the research to inform us so we don’t have to.

“ This is important, but rarely do I see that information where I shop. Having this information available would allow me to make better choices.

Further Information

OEKO-TEX Information

Hohenstein.US/OEKO-TEX

Webinar: The Key to Confidence (Worldwide Overview)

Hohenstein.US/Webinar-OTConsumer

Webinar: Millennials and Parents and Textile Sustainability

Hohenstein.US/Webinar-OTConsumer-Millennial

Webinar: Less Becomes More

Hohenstein.US/Webinar-OTLessBecomesMore

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