



# IPSOS- GINETEX EU Market Research 2025 « The Europeans & Textile Care »

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Pascale FLORANT  
Secretary General  
[p.florant@ginetex.net](mailto:p.florant@ginetex.net)  
+33 1 47 56 31 71

# IPSOS SURVEY FOR GINETEX

## Survey design:

- **On-line** with Ipsos Access panel
- Questionnaire length: ~**9-10 min**
- **Fieldwork dates:** 2-11 December 2024
- **1000** respondents per countries, **7 countries** :



- **Sample structure** : representative of national populations

*Comparable to previous surveys to ensure **robust comparison** of results between waves*

- **Publication** : April 2025

# PROCESS OF BUYING CLOTHES

# 01.1

# Wardrobe composition

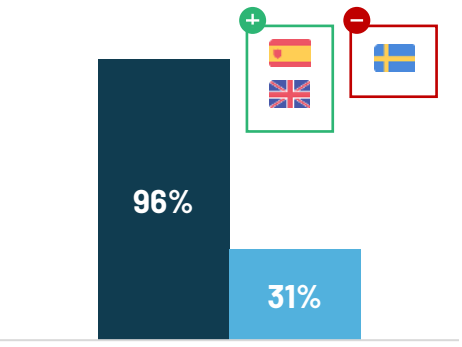
In Europe, second-hand clothing accounts for 20% of wardrobes, with higher percentages in the UK and SW.  
The purchase of second-hand clothes involves half of Europeans, while 31% are classified as “frequent buyers” for new clothing.



## New clothing:

■ TOTAL BUYERS

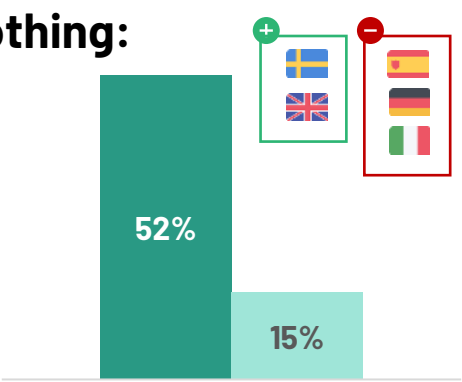
■ Frequent buyers  
(at least a few  
times a month)



## Second-hand clothing:

■ TOTAL BUYERS

■ Frequent buyers  
(at least a few  
times a month)

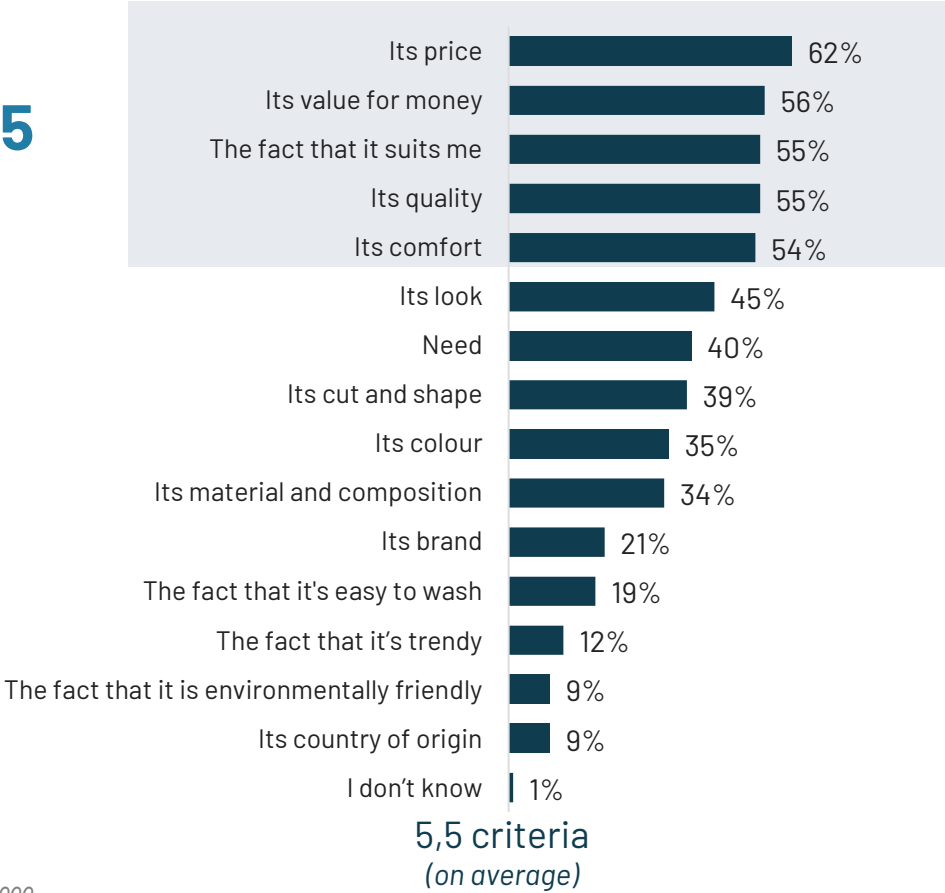


Base all, n=7000  
Q1b : Please indicate the percentage of clothes in your wardrobe that are new versus second-hand?  
Q1 : Over the last 6 months, how often have you personally bought one or more items of ...?

# Choice criteria

The top 5 remains unchanged and even gains in importance. Although price is a determining factor, the importance of quality is increasing year after year.  
19% of respondents consider the simplicity of washing in their choice.

## TOP 5



### Trends / specificities per country :

- **Price** is ranked in the **top 3** in all countries
- **Quality** is the **top** criterion in the **UK** and in **DE**

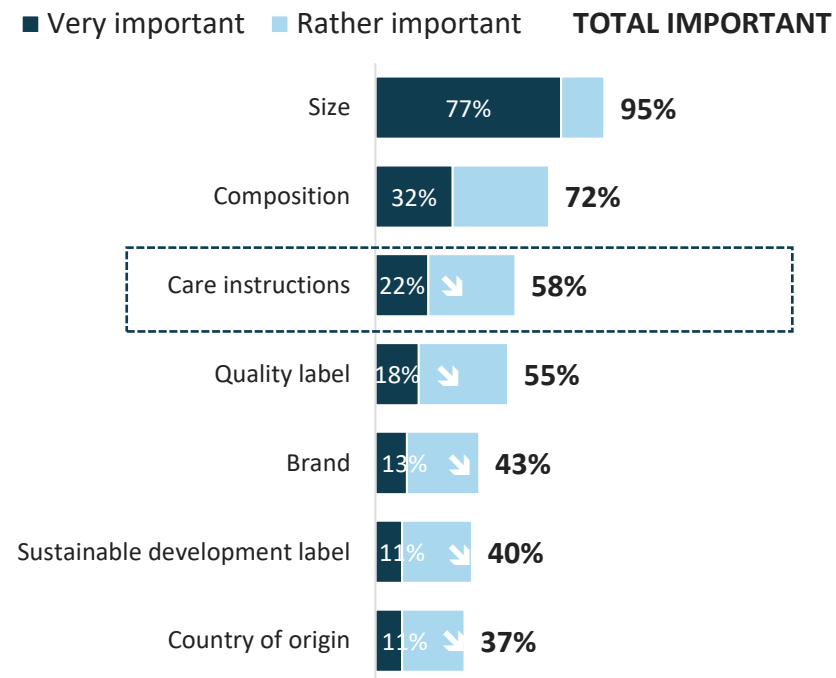
Base all, n=7000  
Q2 : What are your main criteria for buying clothes?

# Importance of **information on labels**

Clothing size is once again identified as the most important label information, in all countries.

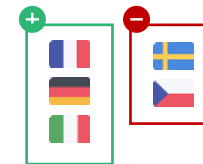
Care instructions influence the decision of 58% of Europeans.

People in SW and the CZ pay less attention to care instruction, and more generally to information on labels.



Importance of **care instructions** per age:

- 18-24 yo: **48%**
- 25-34 yo: **55%**
- 35-44 yo: **54%**
- 45-59 yo: **63%**
- 60-65 yo: **70%**



Base all, n=7000

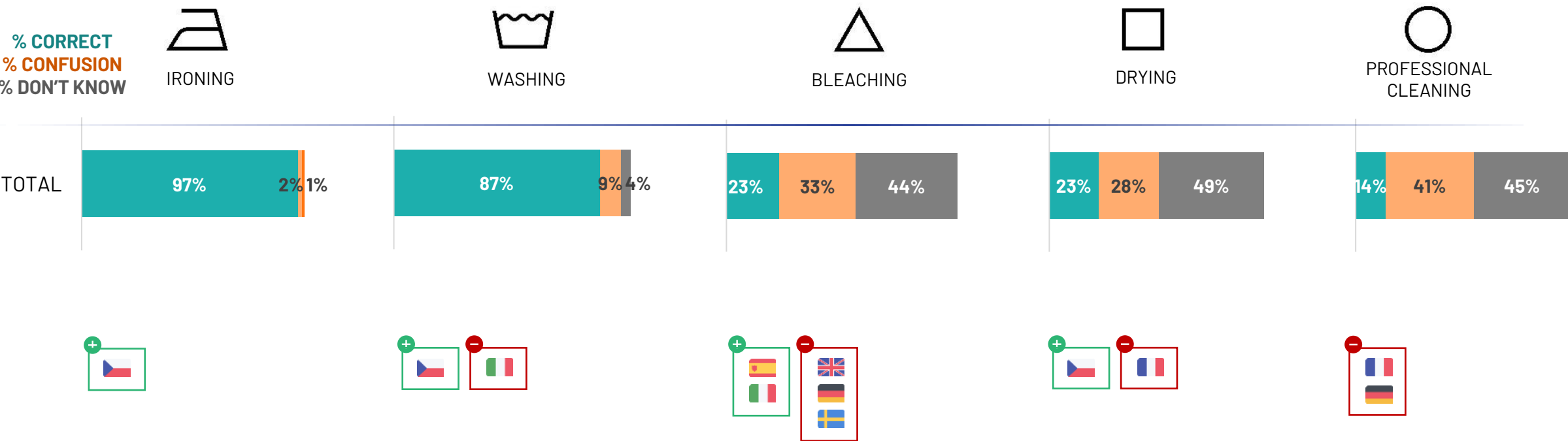
Q3 : Does the different information on the care label impact your decision to buy clothes?

# CARE SYMBOLS / INSTRUCTIONS / LABEL

# 01.2

# Knowledge & understanding of symbols

The symbols used for ironing and washing are easily recognizable and maintain a high recognition rate. For the 3 other symbols, the proportion of individuals unable to answer ("don't know") tends to increase, negatively impacting correct attribution.

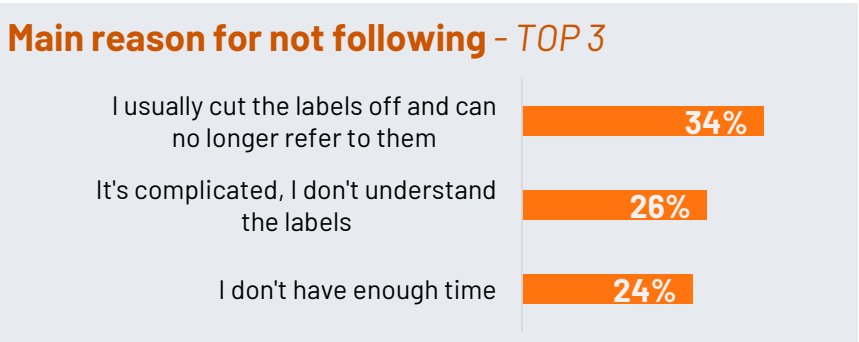
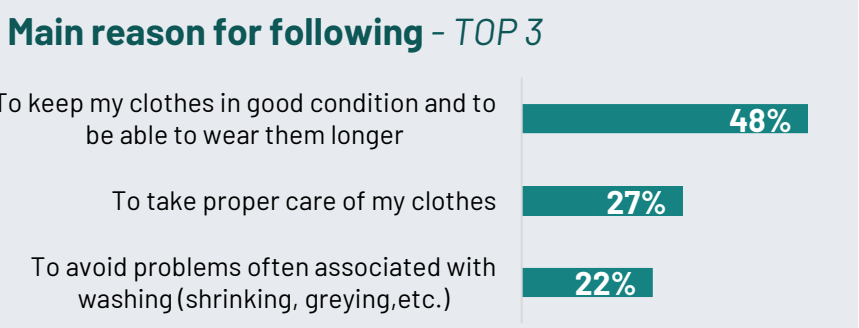
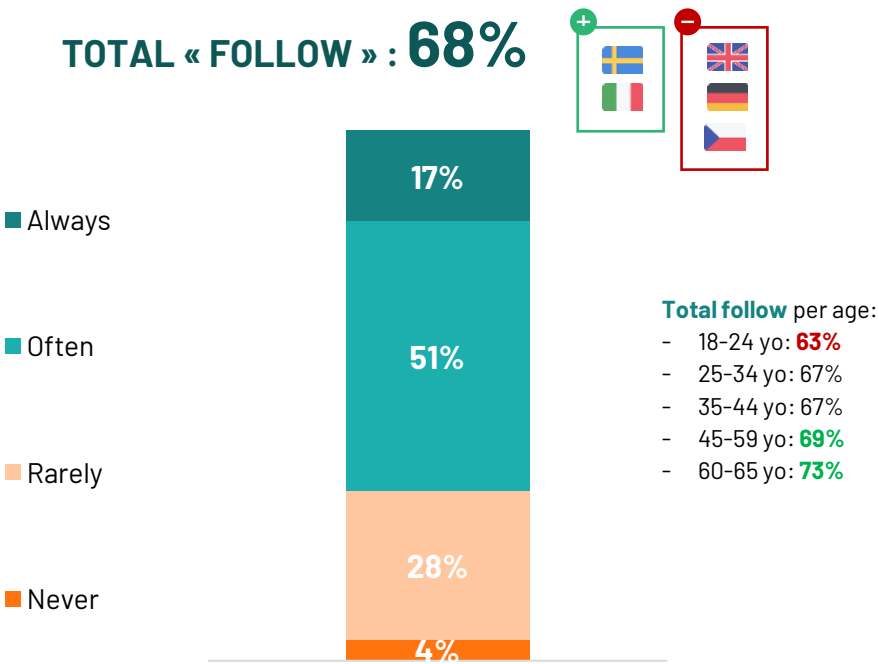


Base all, n=7000  
Q5 : To which instruction do you associate each of the following symbols?



# Following the care instructions on the labels

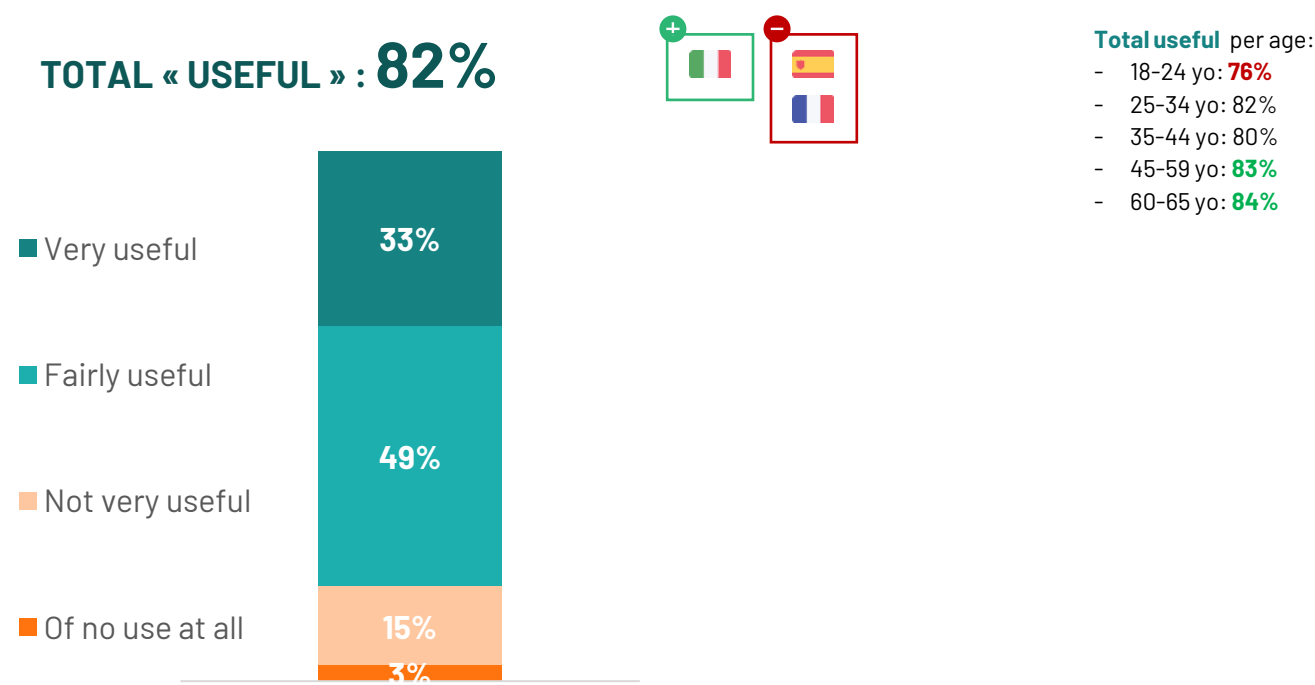
Sustainability is the primary reason for following instructions, while the removal of labels may account for the lack of follow-up.



Base all, n=7000  
Q10 : How often do you follow the care instructions on the labels?  
Q11 : What is the main reason for following the care instructions on the labels?  
Q12 : What is your main reason for not following the care instructions on the labels?

# Usefulness of the label and symbols

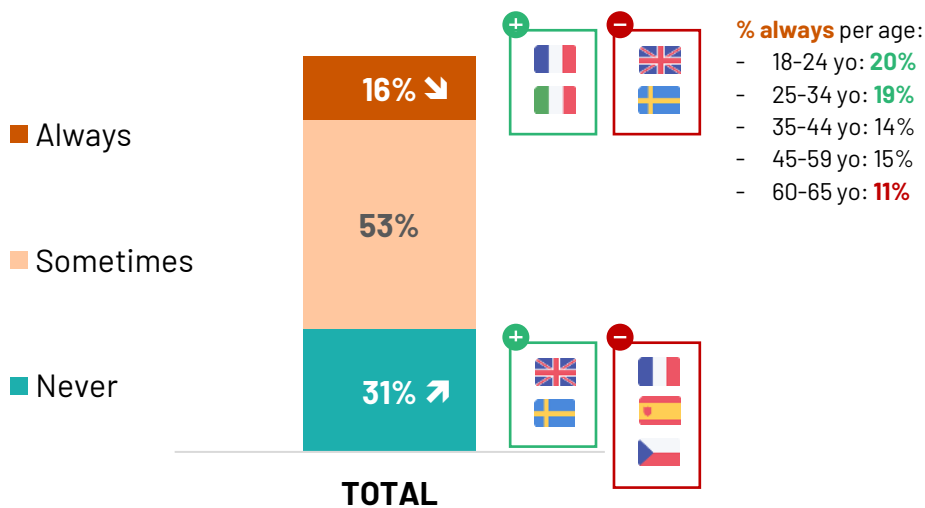
82% of Europeans recognize the usefulness of labels and symbols.  
In IT, symbols are even more valued.



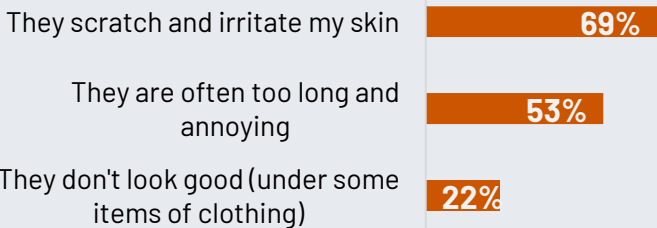
Base all, n=7000  
Q23 : When caring for your clothing items and textiles, how useful do you personally find the care label and symbols?

# Cutting off care labels

The proportion of Europeans who never cut their labels is rising, returning to levels seen before 2023. For those who cut off labels, discomfort (unpleasant for the skin, too long) remains the main reason.



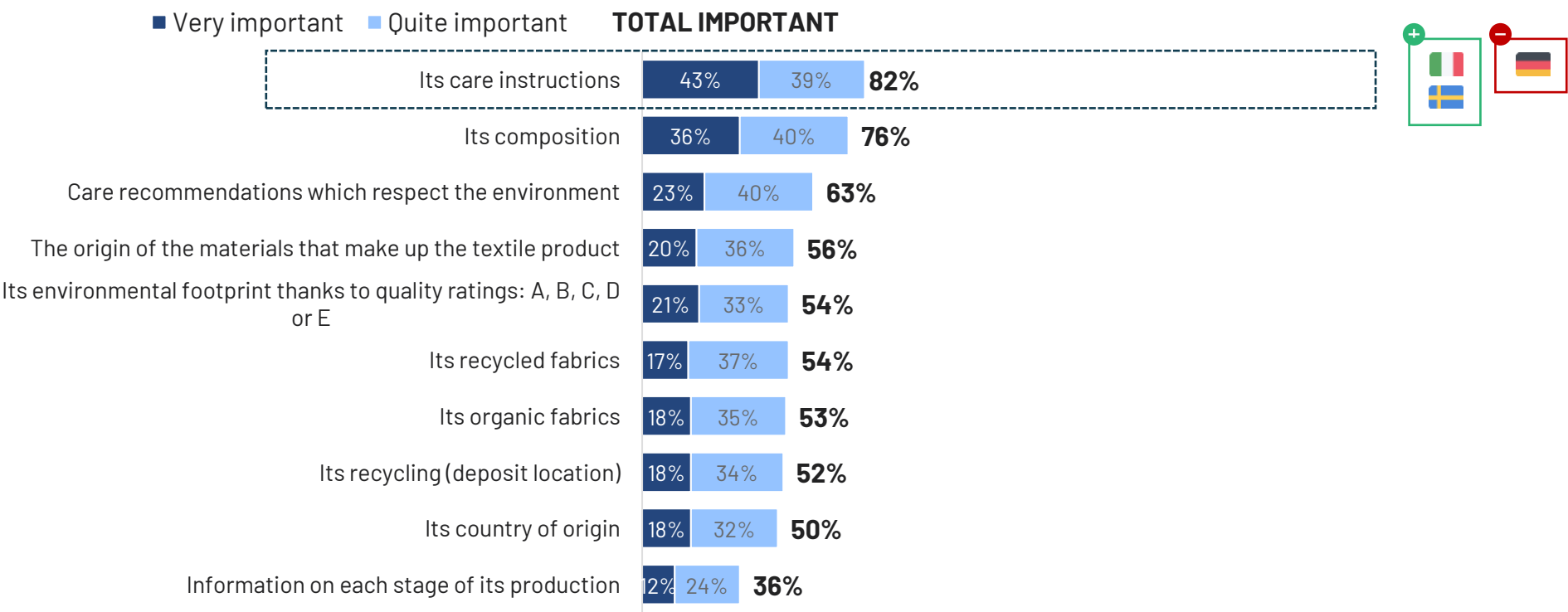
## Main reasons for cutting off - TOP 3



Base all, n=7000  
Q14 : Do you cut the care instruction labels off from your clothes or textiles ?  
Q15 : Why do you always or sometimes cut the care labels off from your clothes or textiles?

# Information to be **included on the label**

The TOP 3 pieces of information expected on labels are the same in all countries: care instructions, composition, and recommendations for protecting the environment. Importance of care instructions is even on the rise.



Base all, n=7000  
Q31 : To what extent would the following information be significant to you if it were displayed on your garment's or textile's care instruction label?

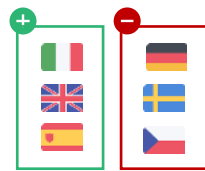
# Impact of **adding written instructions** in addition to the symbols

Europeans expect some additional information on the symbols, particularly in the UK, SP and IT.  
They also prefer to have care instructions on the sewn label rather than on a digital label.

## 75%

consider that **adding written instructions** on the label that describe the symbols would be very useful

(whose **28%** who "strongly agree")



% per age:

- 18-24 yo: **71%**
- 25-34 yo: **71%**
- 35-44 yo: 75%
- 45-59 yo: **78%**
- 60-65 yo: **82%**

## 58%

believe that the **transfer** of care instructions in a **digital label** would have a **negative impact** on the likelihood to follow care instructions

(whose **23%** who "strongly agree")



% per age:

- 18-24 yo: 60%
- 25-34 yo: 60%
- 35-44 yo: 58%
- 45-59 yo: 57%
- 60-65 yo: 55%

# CLOTHING & TEXTILE CARE HABITS

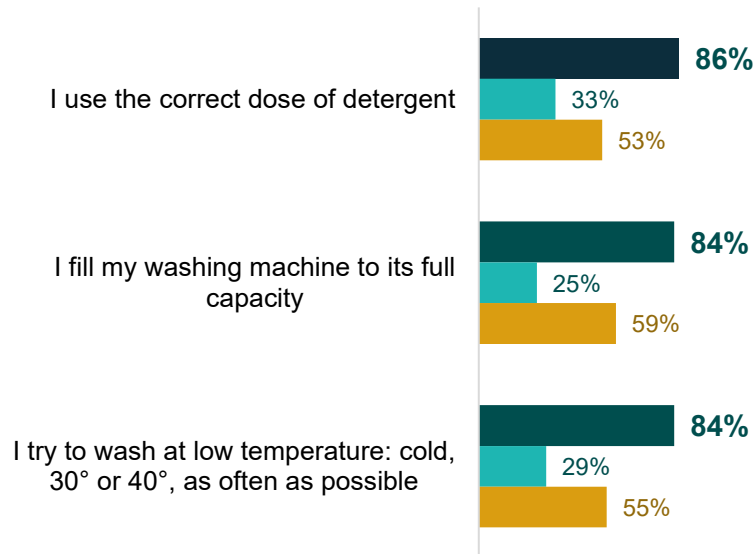
# 01.3

# Habits for clothes and textiles

Overall, care habits are motivated more by economic reasons than by environmental concerns.

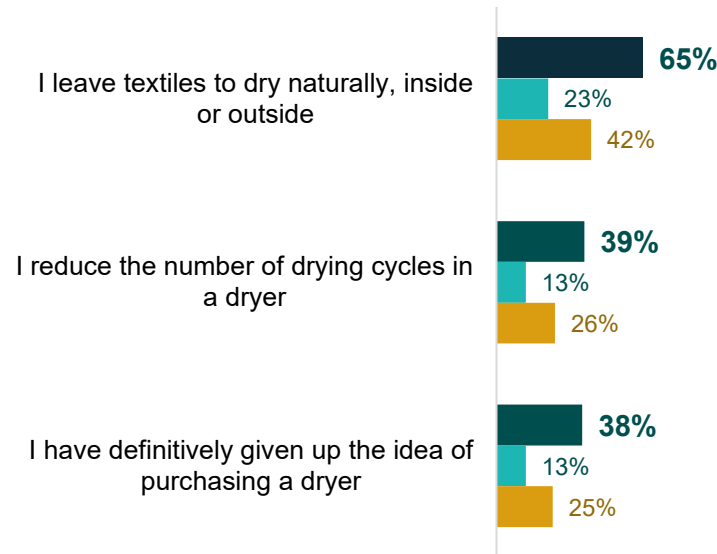
## Laundry habits – TOP 3\*

\*From a list of 11 habits



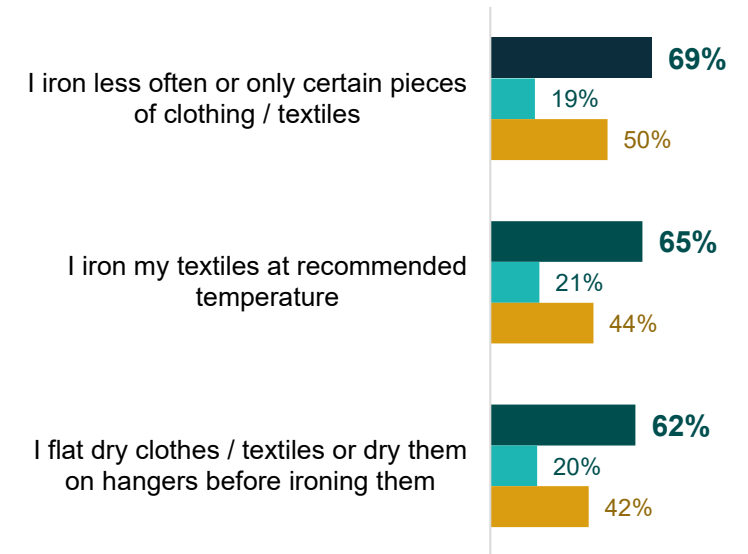
## Drying habits – TOP 3\*

\*From a list of 9 habits



## Ironing habits – TOP 3\*

\*From a list of 4 habits



■ TOTAL FOLLOW

■ To protect the environment

■ To save costs

→ The **financial** considerations are **prioritized** over environmental concerns: their weight in the decision to adopt habits **has increased** since the last wave

# GINETEX POSITION ON TLR



## Revision of the Textile labelling Regulation 1007/2011 – (TLR)

- **Choice between symbols or words (or both)**

Empowering consumers and boosting competitiveness with flexible care labelling.

Allowing companies to choose between symbols or words (or both)

Decreasing potential textile waste.

- **Visible on the label (with composition)**

In favour of clear and directly visible care instructions on the garment for product durability.

- **Supporting mandatory care instructions**

For harmonisation with the 11 EU countries and international markets.

- **In favour of Digital device as a complementary tool /for secondary level information**

- **Fostering competitiveness and market access**



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