

# 9<sup>o</sup> Circular Fashion Survey on New Generations

2024



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## **Methodology**

The 9th PwC Observatory Survey was conducted through interviews with individuals from the Millennial and Generation Z cohorts. Its aim is to understand the habits and preferences of young consumers, with a particular focus on circular economy in the fashion sector. Percentages are rounded up.

# Demographic Profile of the 9th Observatory



**1.500**

Respondents  
June-July 2024



**50%** Millennials  
(28 to 43 years old)

**50%** Generation Z  
(18 to 27 years old)



**37,4%**

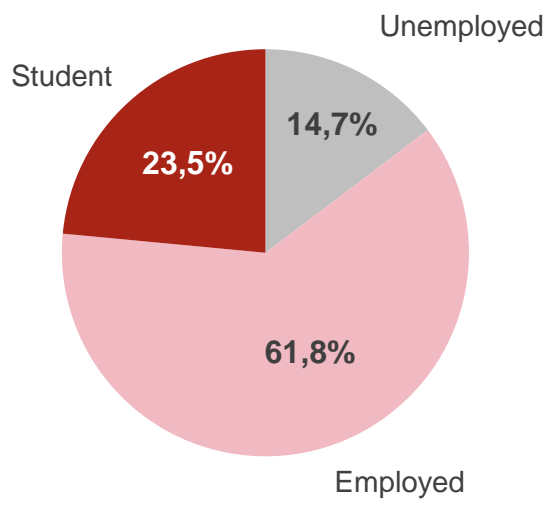


**62,3%**

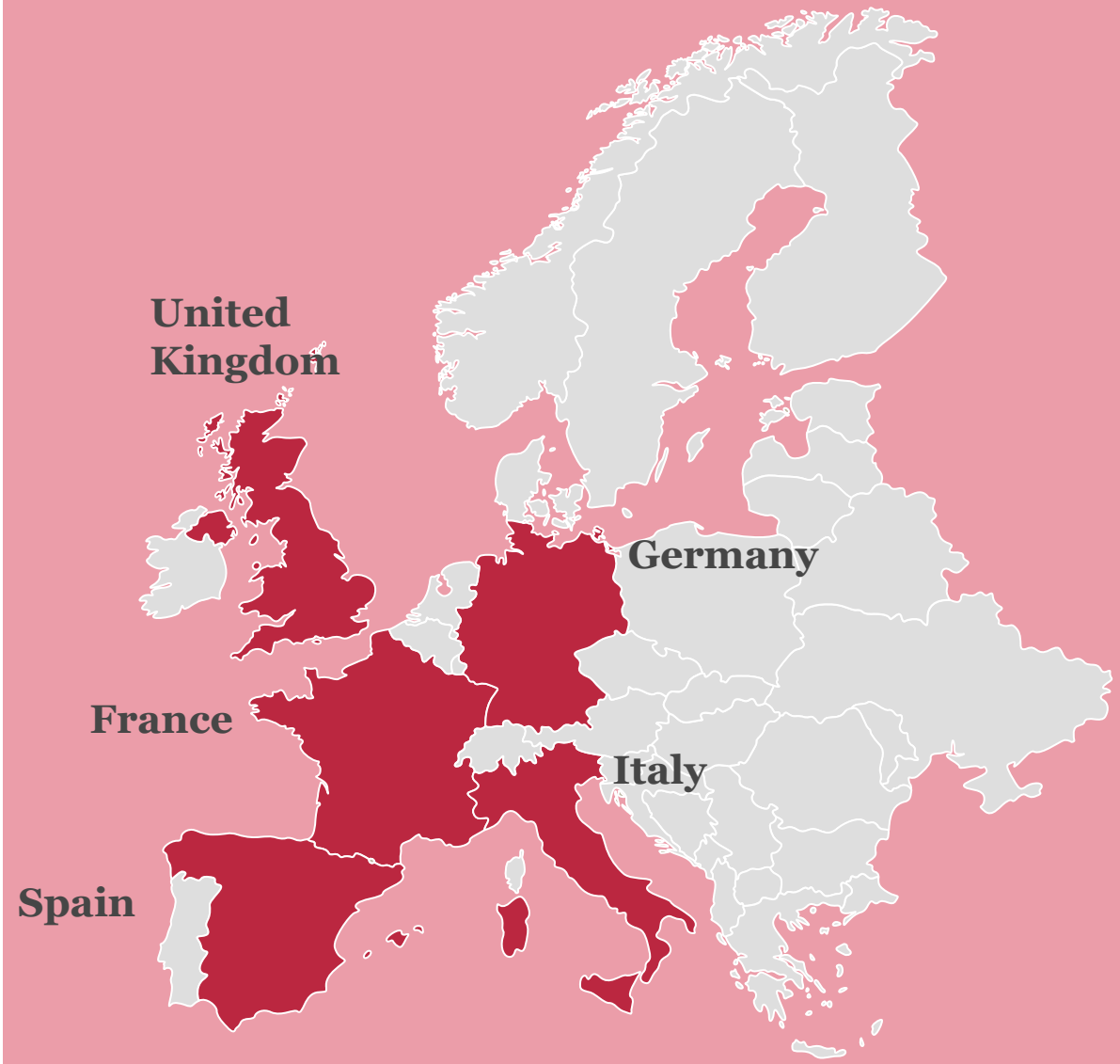


0.3% of the sample  
prefers not to  
answer

## Status



## 5 Countries



Percentage calculations are rounded up, excluding those who prefer not to answer

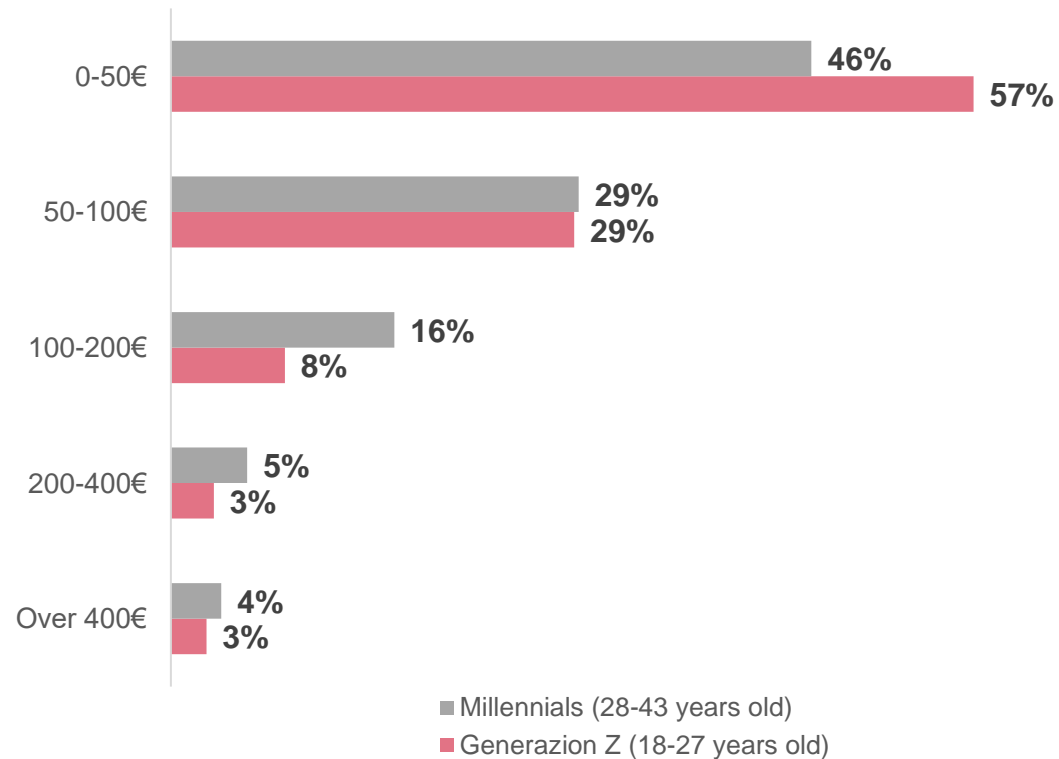
# 1. Buying behaviours

- The New Generations (New Gen) primarily purchase in the **price range 0-50€**.
- **Price and quality** remain the **main factors influencing purchasing decisions**. Sustainability is considered relevant by only 20% of young people.
- **Frequent offers and discounts** are the factors that most influence the New Gen's choice to **regularly buy from a brand**.
- **Multibrand retailer websites and apps** are the main **inspiration channel** for the New Gen. For Gen Z, **influencers** are a much greater source of inspiration than for Millennials, as well as they are a greater source for women than for men.
- **Instagram** is the **most used** social media for finding inspiration. TikTok is predominantly used by Gen Z, while Millennials prefer Facebook.



# The price range 0-50€ is the most selected by the New Generations (Millennials and Generation Z) for their purchases

Indicate the price range chosen for most of your purchases  
(average price per single item)



Millennials have a **higher average** spending per **item** than Gen Z.

Additionally, the percentage of Millennials who purchase products in the 100-200€ range is double that of Gen Z (16% vs 8%).

Q.8 Indicate the price range chosen for most of your purchases (average price per item)  
(select only one answer)

Source: Circular Fashion Survey on New Generations 2024

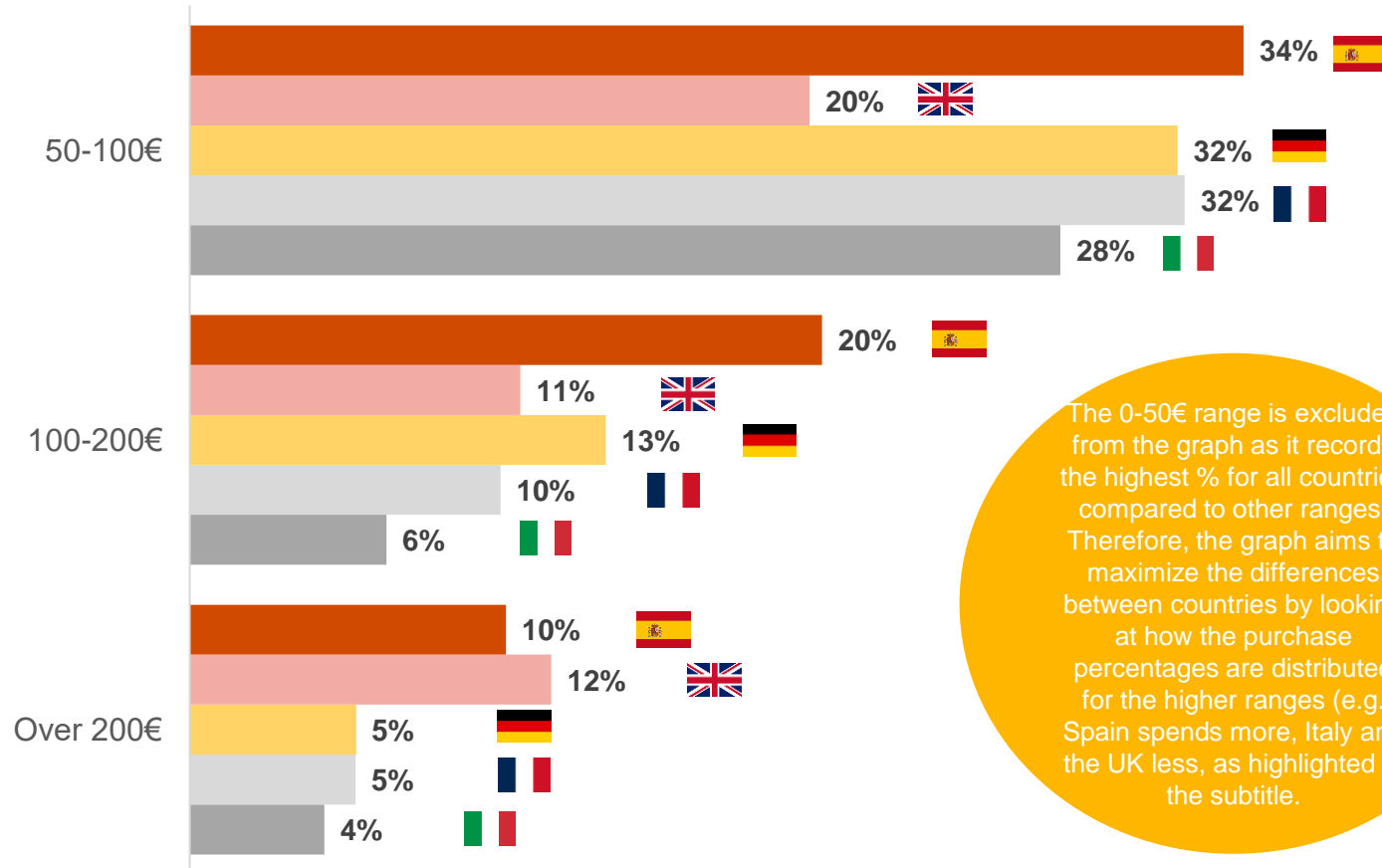


# Most consumers gravitate towards the 0-50€ price range

While respondents from **Spain** choose products with **generally higher price ranges**, those from **UK and Italy** concentrate most of their purchases in the price range **0-50€**

## Indicate the price range chosen for most of your purchases

(average price per single product; excluding the 0-50€ range)



The 0-50€ range is excluded from the graph as it records the highest % for all countries compared to other ranges. Therefore, the graph aims to maximize the differences between countries by looking at how the purchase percentages are distributed for the higher ranges (e.g. Spain spends more, Italy and the UK less, as highlighted in the subtitle).

Millennials in **Germany, Spain, and Italy** spend more frequently than other respondents in the range **50-100€**, while those in **UK and Spain** choose products in the higher price ranges more than others **200€**.

Respondents from the **Gen Z in Spain** purchase significantly more in the price range **100-200€** (16% vs 8% average), while a higher percentage in **UK** selects products in the range **200-400€** (8% vs 3% average).

Q.8 Indicate the price range chosen for most of your purchases (average price per item) (select only one answer)  
 From the chart the price range 0-50€ is excluded.  
 Source: Circular Fashion Survey on New Generations 2024

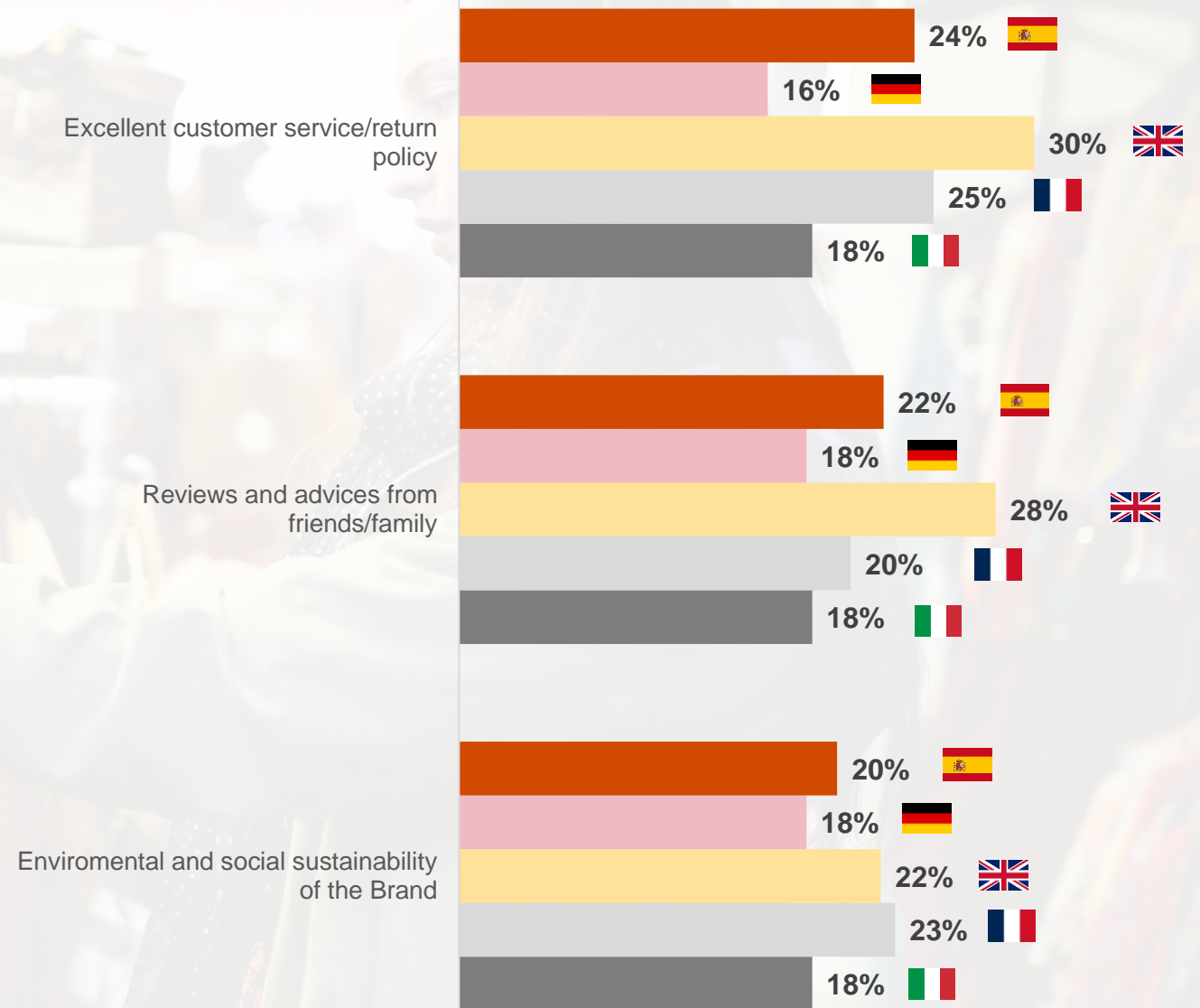
Apart from **price and quality**, which are established as the main factors influencing the New Generations' purchasing choices, there are significant differences according to gender and country:

- **women** are more sensitive than men to the topic of **animal-free** (3rd most influential factor), while **men** are more influenced by the **quality of customer service/return policy** (3rd most influential factor)
- **men** are more sensitive to the topic of **environmental sustainability** (24% vs 18% of respondents). Overall, about 20% of those surveyed agree that environmental sustainability guides their purchasing choices (a figure consistent with 2023)

Q.7 Which factors influence your choice of one product over another?  
In the chart only the top three factors after the options "Price" and "Quality" are shown and only for replies «Very much».  
Source: Circular Fashion Survey on New Generations 2024

## Which factors influence your choice of one product over another?

(top three factors after "price" and "quality")



**Gen Z** tends to be **more loyal to a brand than Millennials** (59% vs 49% of respondents), **men more than women** (58% vs 52%), respondents in Spain more than those in other countries (76% vs an average of 54%).

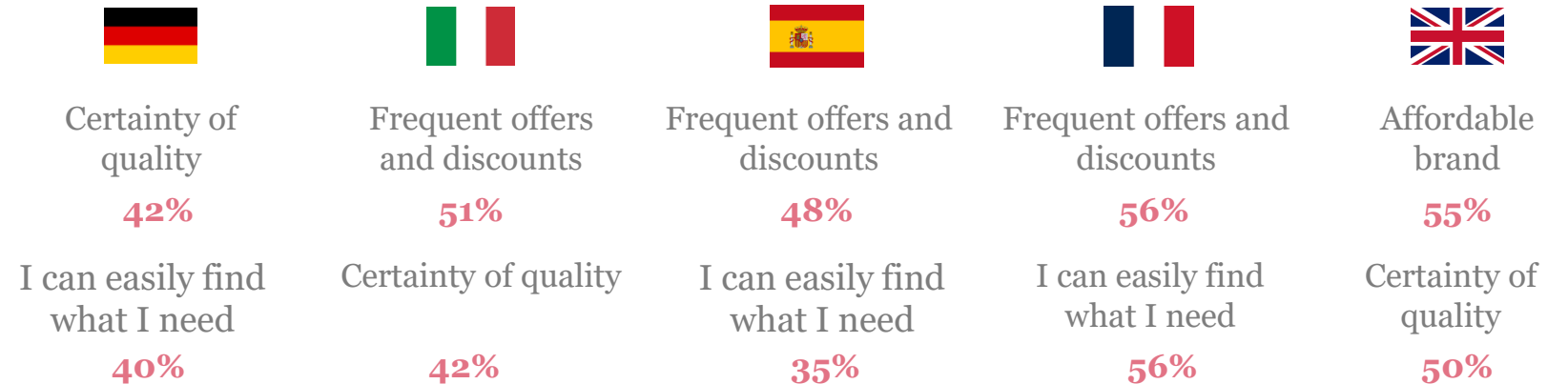
Frequent **offers and discounts** have the greatest influence on New Generations' choice to regularly purchase from a brand (48% of respondents), especially in Italy (51%), Spain (48%), and France (56%).

**Handicraft production** has a greater impact on the purchasing choices of Millennials (25%) than on those of Generation Z (18%) and **influences men more than women** (29% vs 16% of respondents).

### To what extent do these factors influence the choice to make frequent purchases from the same brand? (women vs men)



### Top two factors influencing purchase choice, by country



Q.6 To what extent do these factors affect the choice to make frequent purchases from the same brand?  
 The responses were calculated only for respondents who answered affirmatively to question Q52. "Do you have a brand you purchase from most frequently?"  
 Source: Circular Fashion Survey on New Generations 2024

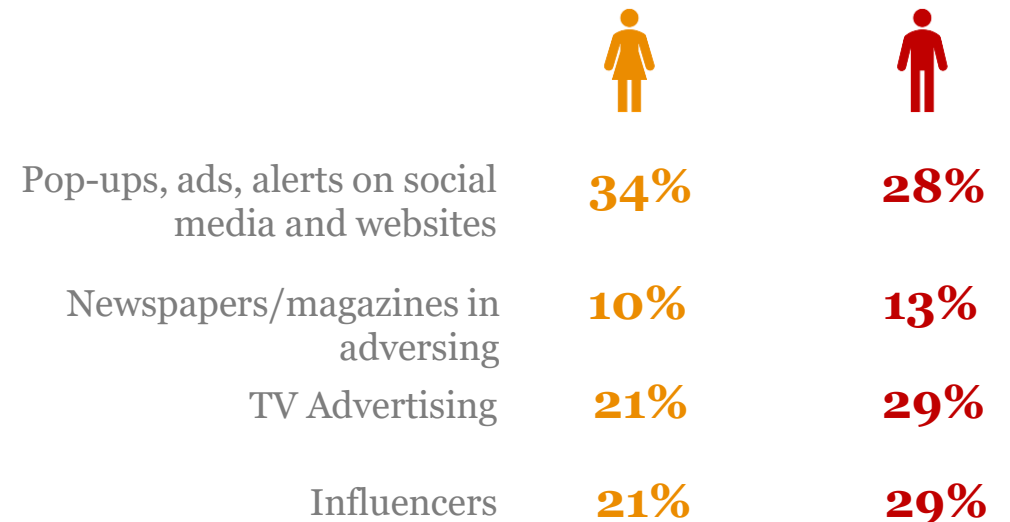
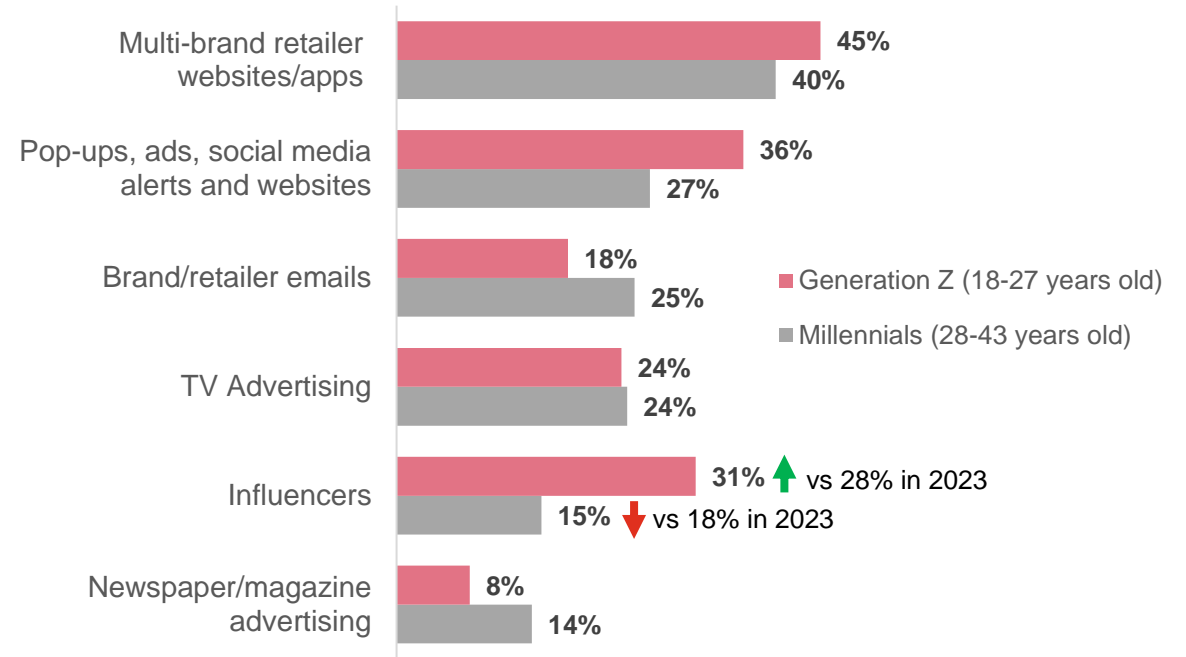


Overall, Gen Z and Millennials find **inspiration for their purchases** mainly on multi-brand retailer websites and apps, and through pop-ups, ads, alerts on social media and websites.

For **Gen Z influencers** are a much more significant source of inspiration **than for Millennials (31% vs 15% of respondents)**.

Women find inspiration for their purchases through **pop-ups and ads on social media and influencer** more than men, while **men** are inspired by **advertisements in newspapers, magazines, and on TV** more frequently than women.

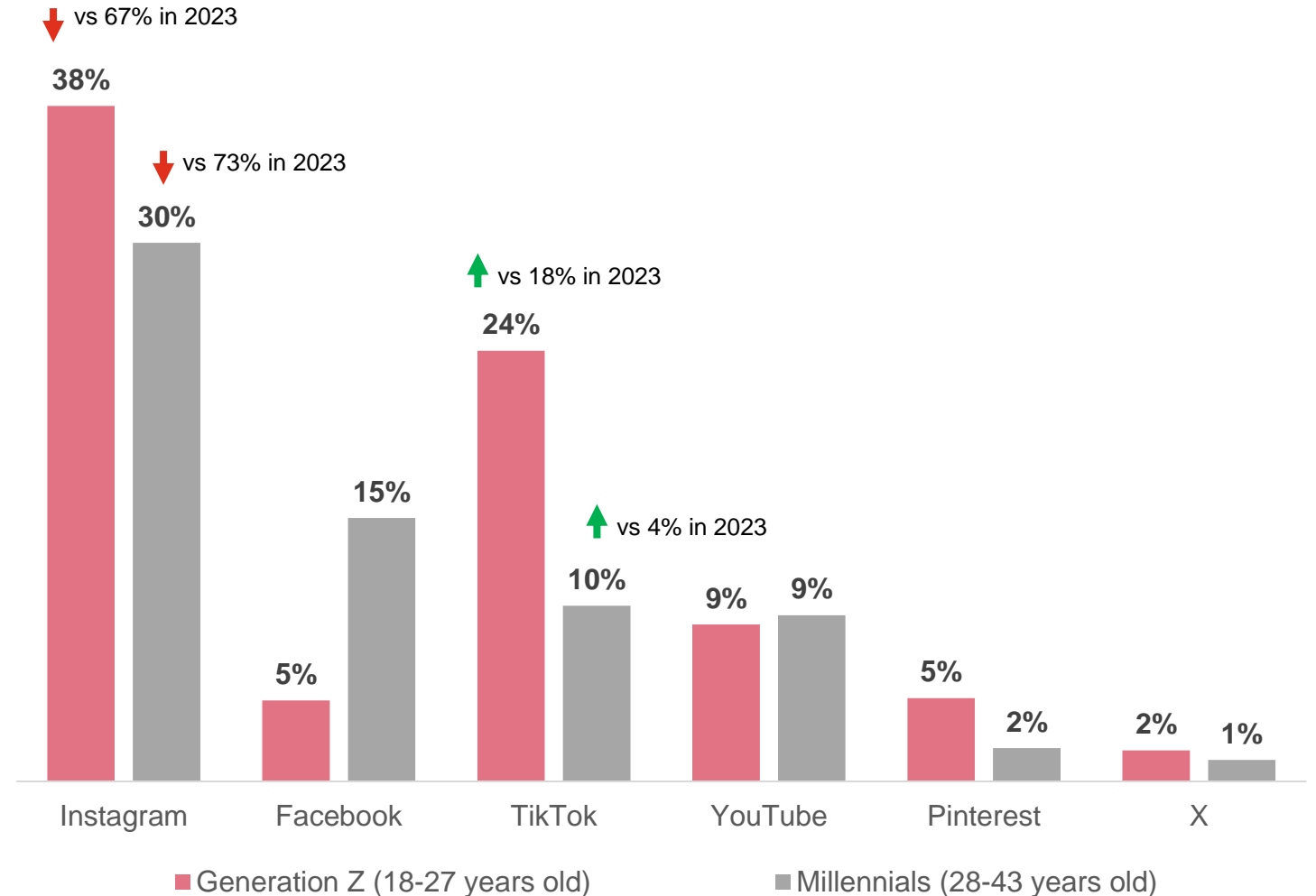
### Where do you find inspiration for your purchases?



**Instagram** results as the top social media for influence on purchasing decisions of both Millennials (30%) and Gen Z (38%), although its influence and polarization are declining compared to 2023.

The biggest differences are observed in regards to the influence of **TikTok** (24% for Gen Z and only 10% for Millennials) and **Facebook** (respectively 5% for Gen Z and 15% for Millennials).

## Which social media influences your purchasing decisions the most?





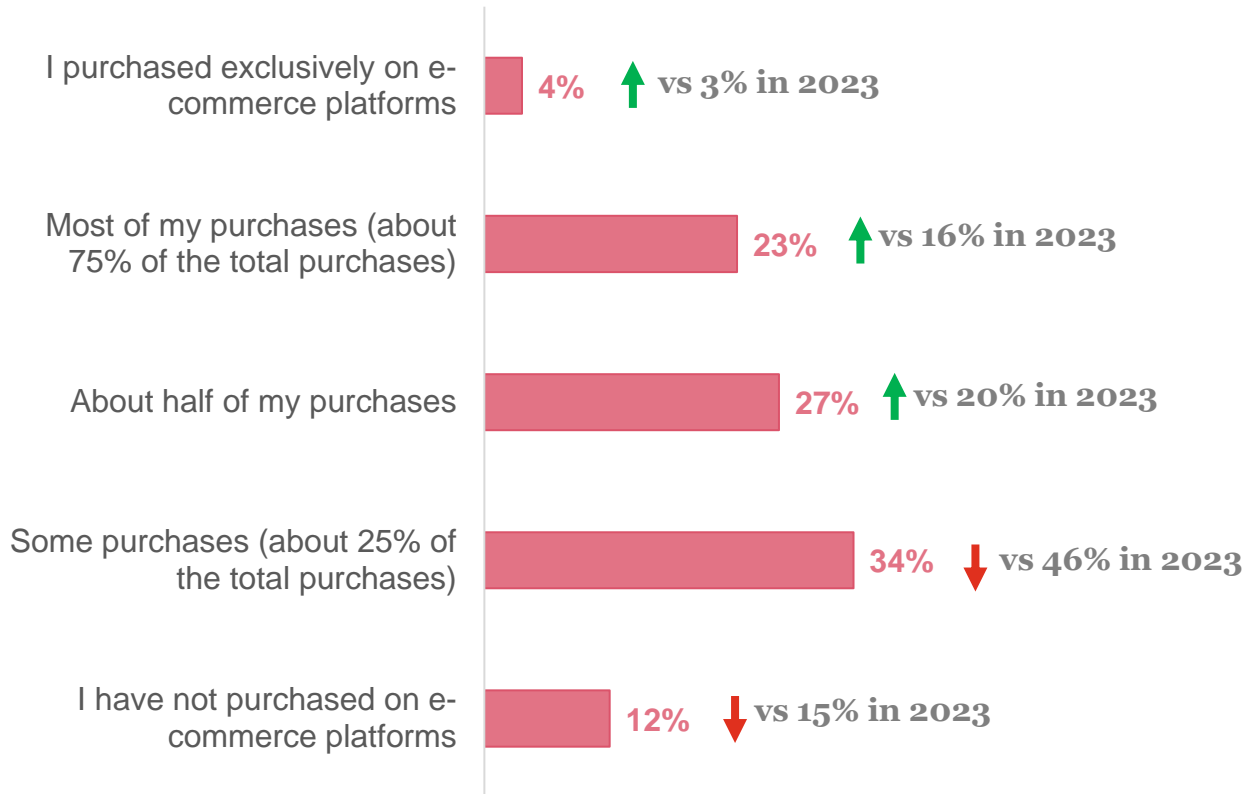
## 2. In-store vs online purchases

- New Gen prefer to **shop** on **e-commerce sites**.
- Complete and transparent descriptions **are the predominant factor in choosing online shopping sites/apps**. In Italy and Germany, about a quarter of respondents indicated **reduced or compensated CO<sub>2</sub> shipping** as a relevant factor.
- The **ease and speed of payment methods** are the most important features to improve **in-store experience** for both generations. In Spain, ease of payment methods tend to be the priority, whereas in Germany and the UK store design/atmosphere are considered more relevant, and Italy and France give more importance to the presence of knowledgeable sales staff.

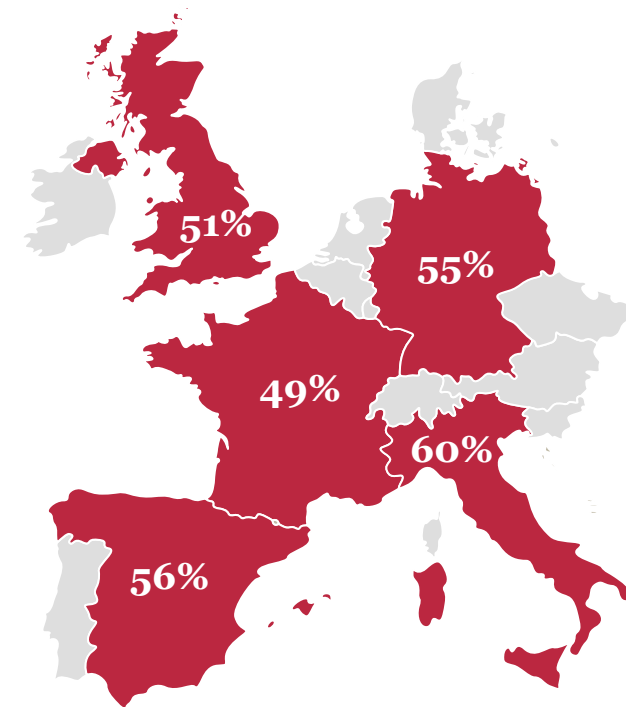
# New Gen are increasingly buying on e-commerce platforms

54% of respondents have made at least half, most, or all of their purchases online in the last 12 months; a figure that is rapidly increasing compared to the previous year (35% in 2023).

## How many purchases have you made on e-commerce platforms in the last 12 months?



% of respondents who replied "At least half", "most" or "I bought exclusively"

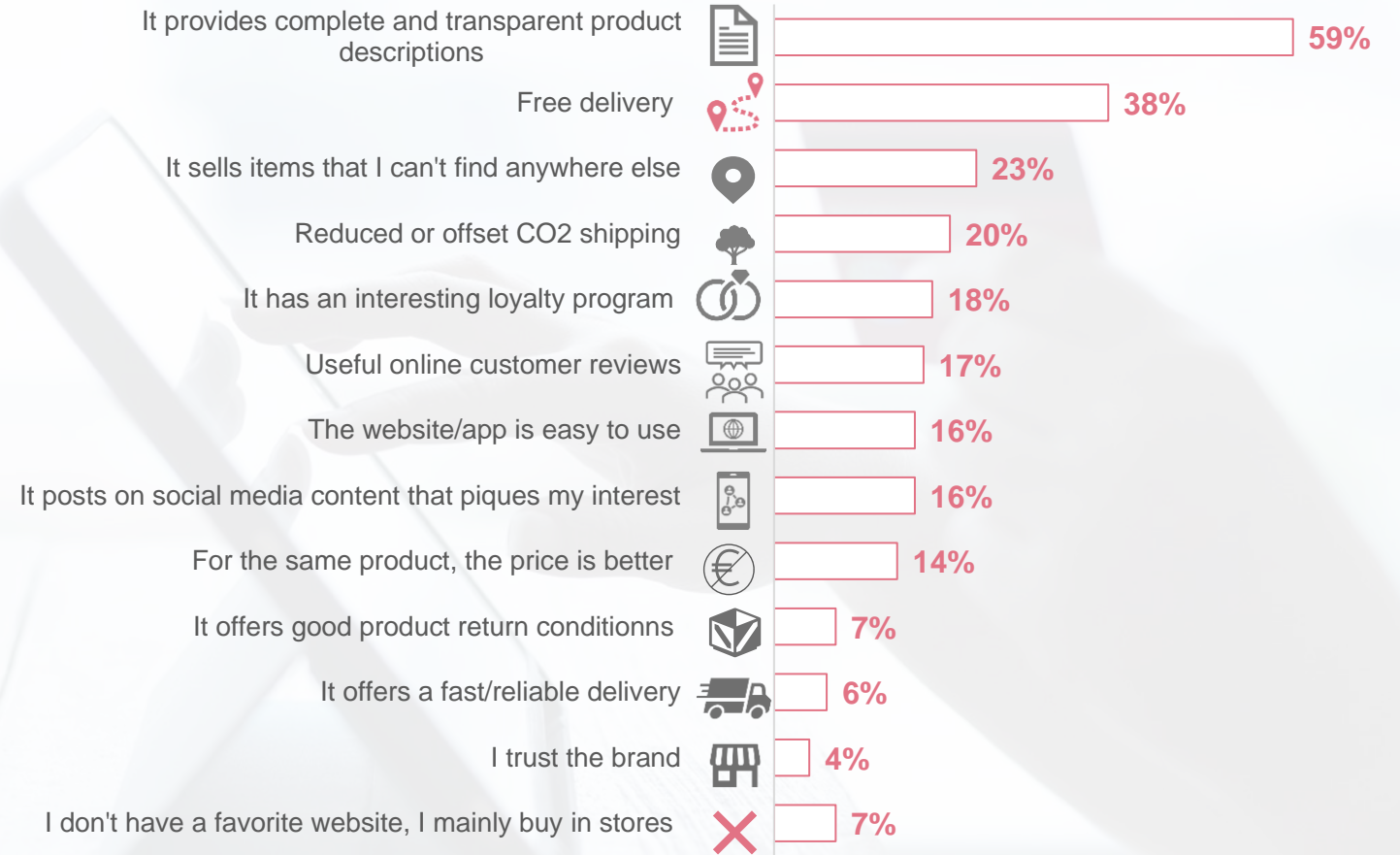


Q.13 How many purchases have you made on e-commerce platforms in the last 12 months?  
 Source: Circular Fashion Survey on New Generations 2024

## What factors influence you when choosing your favorite online shopping sites/apps?

**Complete and transparent descriptions** are the predominant factor in choosing online shopping sites/apps for the New Generations while brand reputation does not seem to matter. The preferences of Millennials and Gen Z are aligned.

The **reduced or offset CO2 shipping** is more relevant for Italy and Germany compared to other countries.



**Reduced or offset CO2 shipping**



27%



25%



20%



15%



15%

Millennials and Gen Z are aligned in considering the **ease and speed of payment methods** as the most important feature to improve their in-store experience (37%).

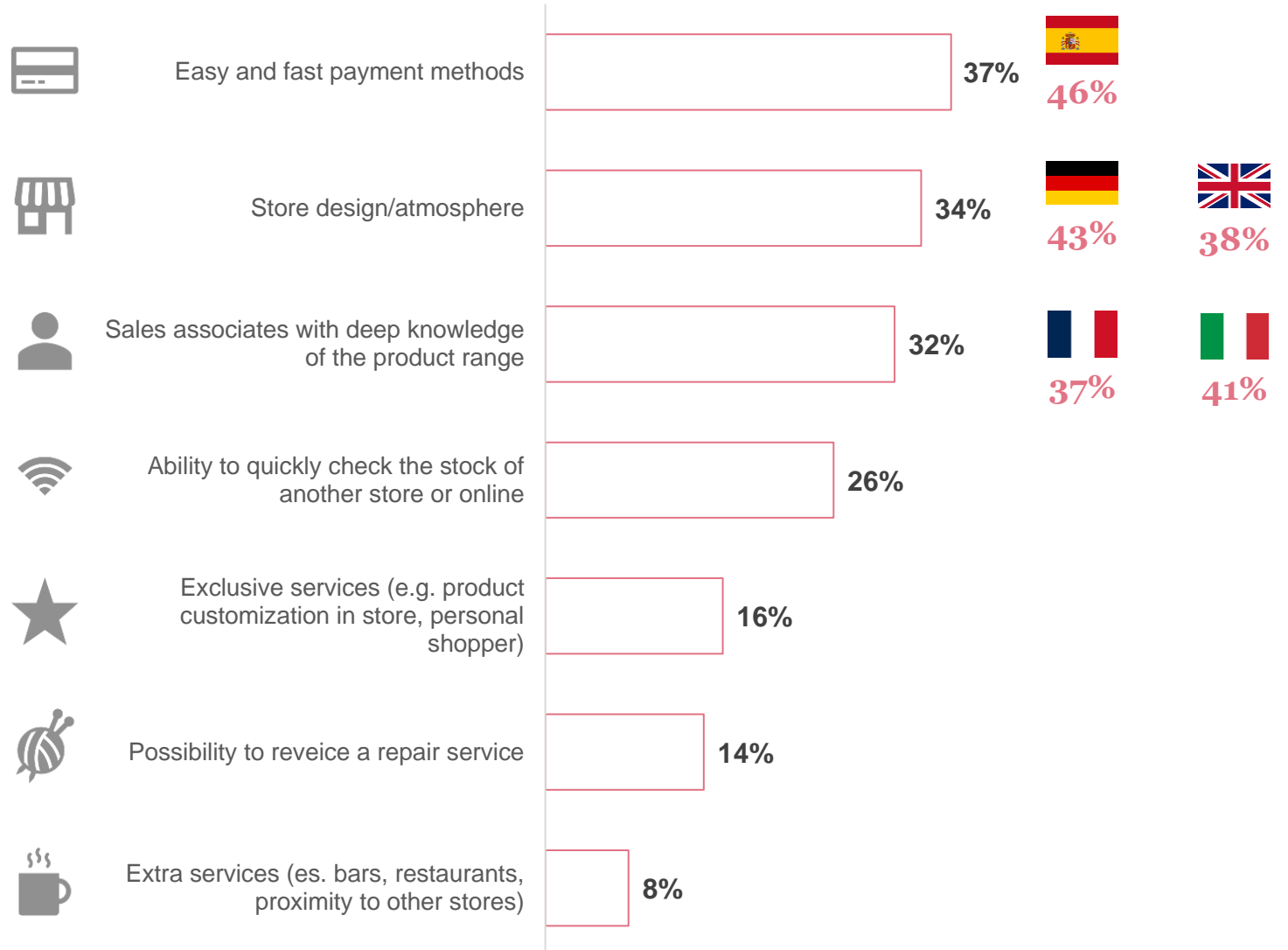
Different preferences according to the country of residence are highlighted when it comes to in-store experience: in **Spain**, easy and fast payment methods tend to be more important, **Germany and the UK prefer store design/atmosphere** and **Italy and France** select the presence of **competent sales staff**.

The **ease and the speed of payment**, which in 2023 was ranked 4th in order of importance, in 2024 **has become** the most important characteristic.

The relevance of **competent sales staff decreases**, this decline could be related to the growing use of e-commerce portals that allow customers to select products before purchasing them in-store.

## What are the features that you consider most relevant to improve your in-store shopping experience?

(flags are placed next to the characteristics deemed most relevant in the corresponding country)



Q.12 What are the features that you consider most relevant to improve your in-store shopping experience? (select up to two answers)  
 Source: Circular Fashion Survey on New Generations 2024



### 3. Second-hand and sharing economy

- **Selling and donating to charity** are the preferred channels for the New Generations to recycle textile products.
- Over **2/3** of the New Generations have **bought second-hand products**.
- The main obstacle for those who **do not buy** is the **discomfort of wearing clothes already used** by others.
- Among those who **have never sold**, Gen Z is held back by a **lack of desire/time**, while Millennials prefer to **donate**.
- The New Generations mainly use **Vinted** for the **purchase and sale** of second-hand products.
- The New Generations are driven to **buy second-hand** products primarily **to save money**, although there are differences between countries.
- **Clothing and furniture** are the categories of products for which the New Generations have made **the most second-hand purchases in the last 12 months**.

# Selling and donating are the preferred ways for the New Generations to repurpose textile products, only very few choose to participate in textile recycling (6%)

How would you prefer to recycle your textile products?



**Millennials** prefer to give their textile products **to friends and family** (18% vs 15% for Gen Z) and to **donate them** (34% vs 29% for Gen Z). **Gen Z** prefer **to sell them** (34% vs 25% of Millennials).

**Women** prefer **selling** their products (34% vs 22% of men), while **men** have a slight preference for **donating** (34% vs 30%) and **repairing them creatively** (13% vs 10%) compared to women.

While in **Italy and France** the New Generations tend to prefer **selling** their garments (37% and 33% respectively), in **Germany and the UK** **charity** prevails (32% and 41%).

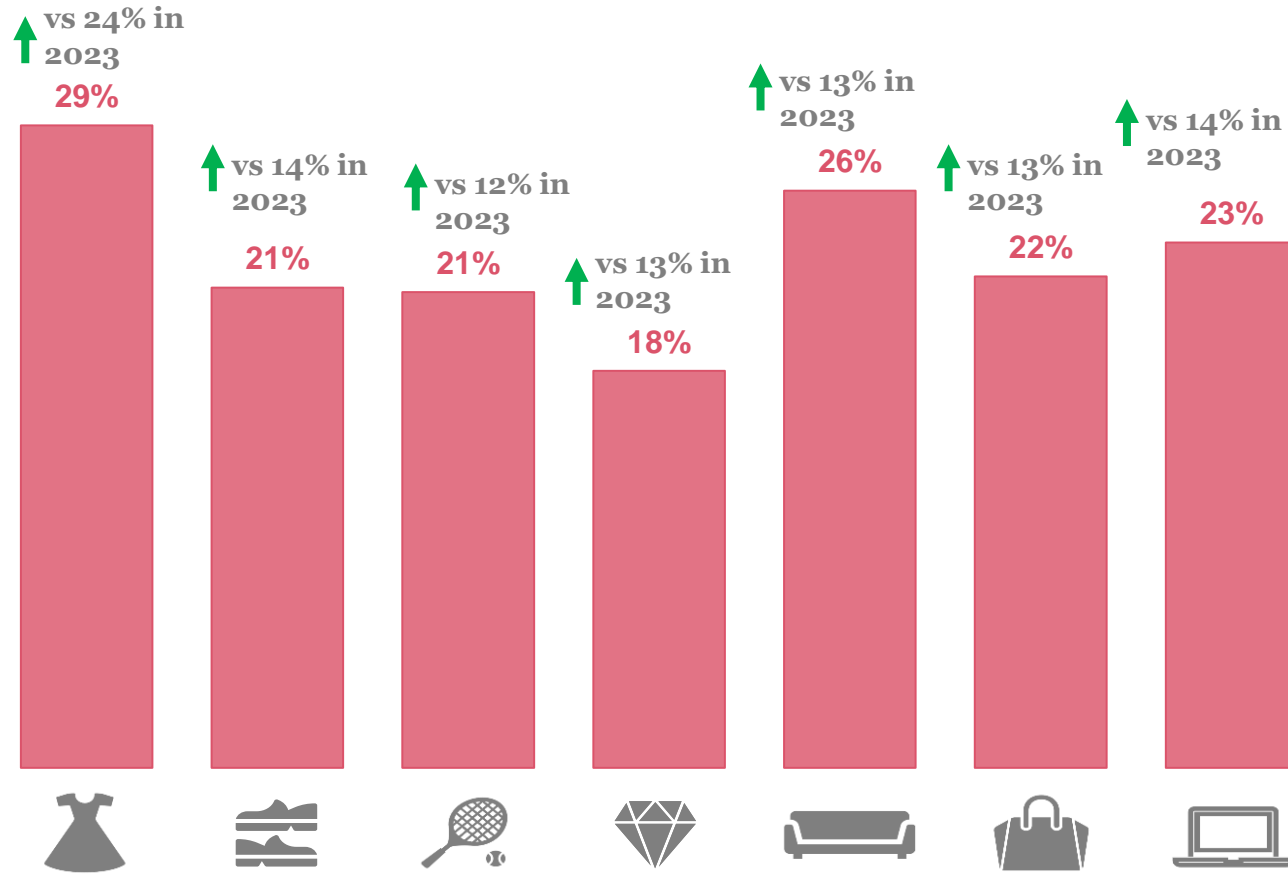
Q.28 How would you prefer to recycle your textile products? Responses from those who declared themselves uninterested are excluded.  
Source: Circular Fashion Survey on New Generations 2024



# Young people are increasingly buying second-hand: clothing and furniture are the categories of products for which the New Generations have made the most **second-hand** purchases in the last 12 months

## How many second-hand products have you purchased in the last 12 months?

(% sum of those who purchased at least half, most or exclusively second-hand products out of their total purchases)



29% of the New Generations report having made half, most or all of their clothing purchases in second-hand products. 26% state they buy more used furniture/appliances than new ones, and 23% say the same for the technological products purchased in the last year.

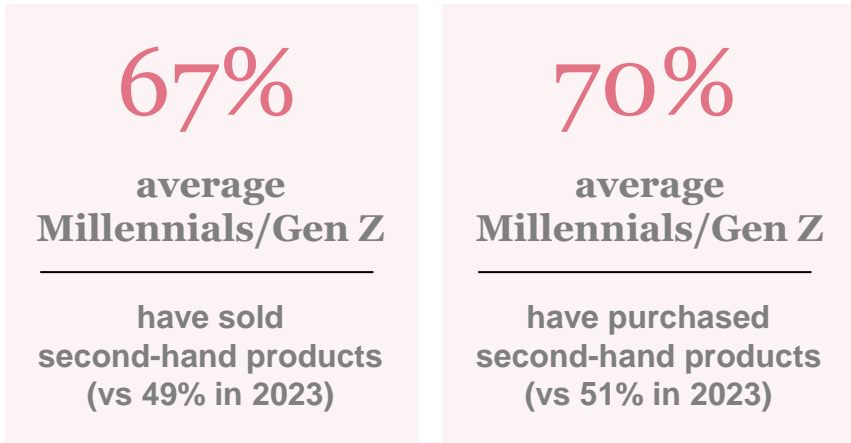
While **women** purchased more frequently **clothing** second-hand (31% stated that at least half of their clothing purchases in the last year were second-hand, vs 25% of men), men predominantly bought second-hand in all other categories.

Specifically, 32% of **men** stated that they had purchased at least half of their **technology products** second-hand (32% vs 19% of women).

Q.20 How many "second-hand" products have you purchased in the last 12 months?  
 Excluded from the question are respondents who answered that they have never purchased "second-hand" products in Q19.  
 Excluded from the graphical representation are respondents who selected "Some purchases" or "I haven't made any 'second-hand' purchases"  
 Source: Circular Fashion Survey on New Generations 2024

# Over 2/3 of the New Generations has bought second-hand products



## Have you ever bought or sold second-hand products?



**Overall, 30% of the New Generations have never purchased second-hand products, and 33% have never sold them.**

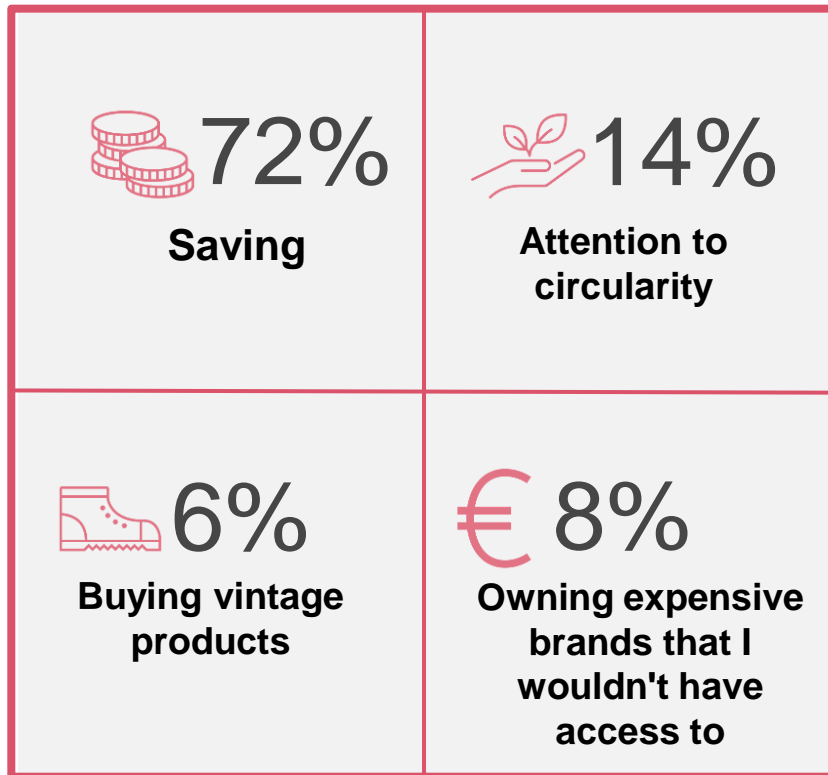
The survey reveals that **women buy and sell** second-hand products more than men, but among those who have not yet ventured into the second-hand market, **men are more likely to sell or buy already used products.**

### Regarding second-hand products

		
Have sold in the past	<b>71%</b>	<b>61%</b>
Have purchased in the past	<b>73%</b>	<b>63%</b>
Not yet sold, but would like to in the future	<b>14%</b>	<b>16%</b>
Not yet purchased, but would like to in the future	<b>13%</b>	<b>16%</b>

# Saving money is the main reason that drives Gen Z and Millennials to buy second-hand products

What is the main reason that drives you to buy second-hand products?



For the New Generations, saving is the main reason for purchasing second-hand, however, the Gen Z is slightly more driven by **an attention to circularity** (15% vs 13% of Millennial respondents), and by the desire to buy **vintage** (7% vs 4%).

For **female respondents**, buying **vintage** and being able to **own expensive brands** that they wouldn't otherwise have access to are more important than for men.

In **Italy and France**, the New Generations are driven by the possibility of having **access to expensive brands** (respectively 11% and 12%) more than in other studied countries (in Germany for example only 5% of respondents are motivated by this reason). In **Germany**, the main reason for purchasing **second-hand is attention to circularity** (19% of respondents), **while in UK and Spain** second-hand products are purchased almost exclusively to **save money** (UK 77%, Spain 79%).

# Reasons that hinder second-hand

## What is the main reason you have never bought/sold second-hand products?

### Purchase



26%

I don't appreciate the idea of wearing clothes already worn by others



15%

I am not interested



20%

I don't trust the quality of second-hand products



11%

I'm not comfortable with online platforms for purchasing second-hand products



19%

I can't find products I like



9%

There are no physical stores in my area

Comparing the two generations, **Gen Z** feel less comfortable with **online platforms** (13% vs 9% of Millennials), while **Millennials** are less comfortable with the idea of **wearing items previously owned by others** (27% vs 25% of Gen Z).

### Sale



42%

It seems too time-consuming (e.g., I do not have time and do not want to handle shipping)



22%

I am not interested



28%

I prefer to donate



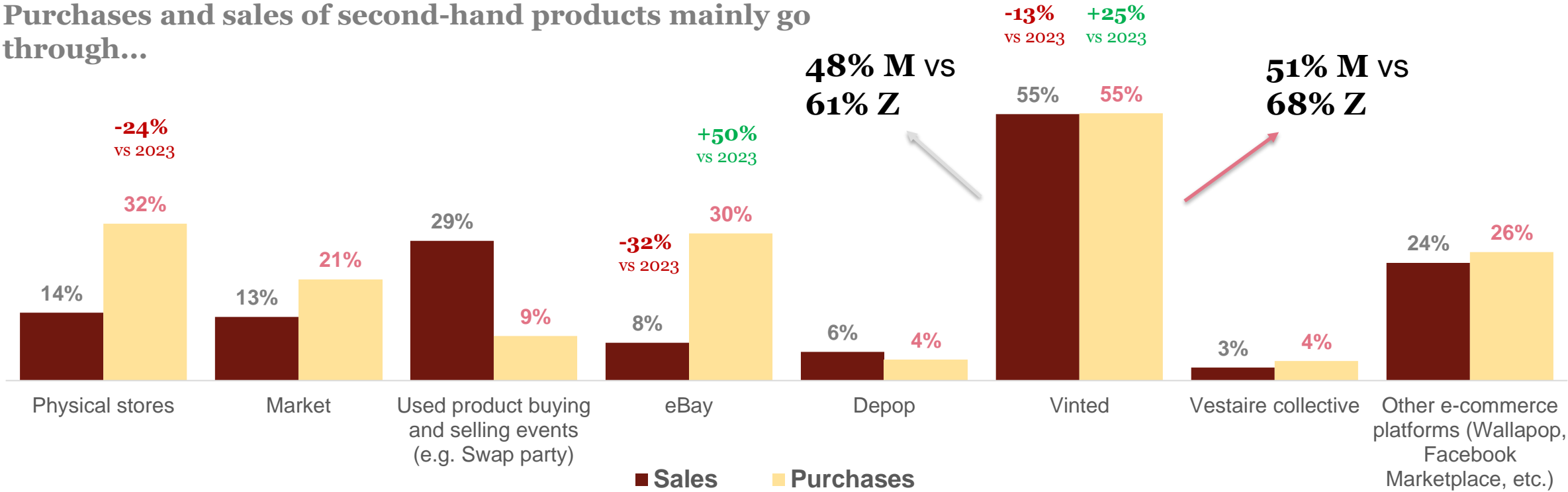
8%

I do not trust the sales channels

The main reason why **Millennials** do not sell second-hand is that they **prefer to donate** (35% vs 21% for Gen Z), while for the **Gen Z it's the lack of time/willingness** (48% vs 34% for Millennials).

# New Generations predominantly use **Vinted** for purchasing and selling second-hand products...

Purchases and sales of second-hand products mainly go through...



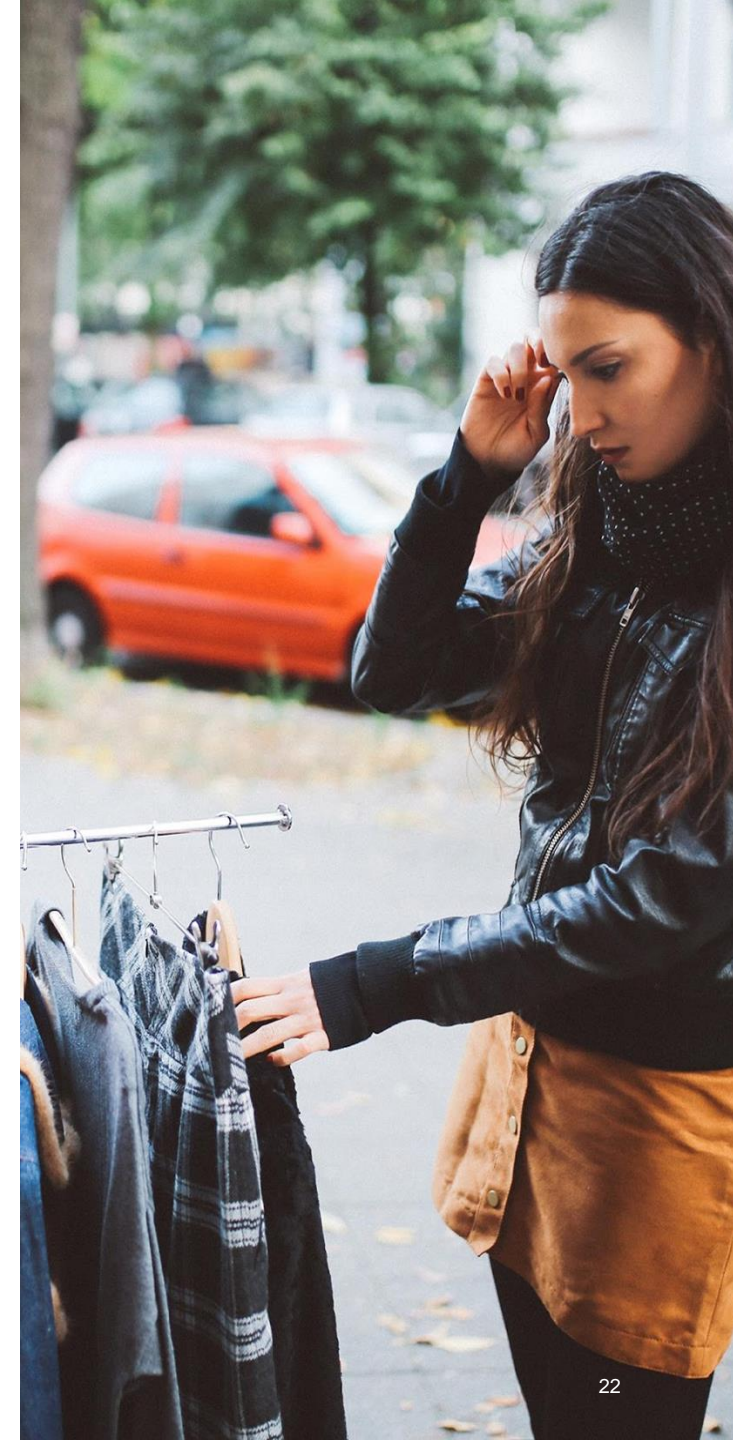
**The New Generations prefer Vinted for both sales and purchases. Millennials use eBay more frequently than Gen Z, while for purchases alone, Gen Z purchase at local markets more than the previous generation.**

Q.23/Q.25 Through which channel have you purchased/sold second-hand products? (select all relevant answers) Quotes calculated only on those who actually bought/sold  
 Source: Circular Fashion Survey on New Generations 2024

... but **each country has its own preference** regarding the channels for purchasing and selling second-hand

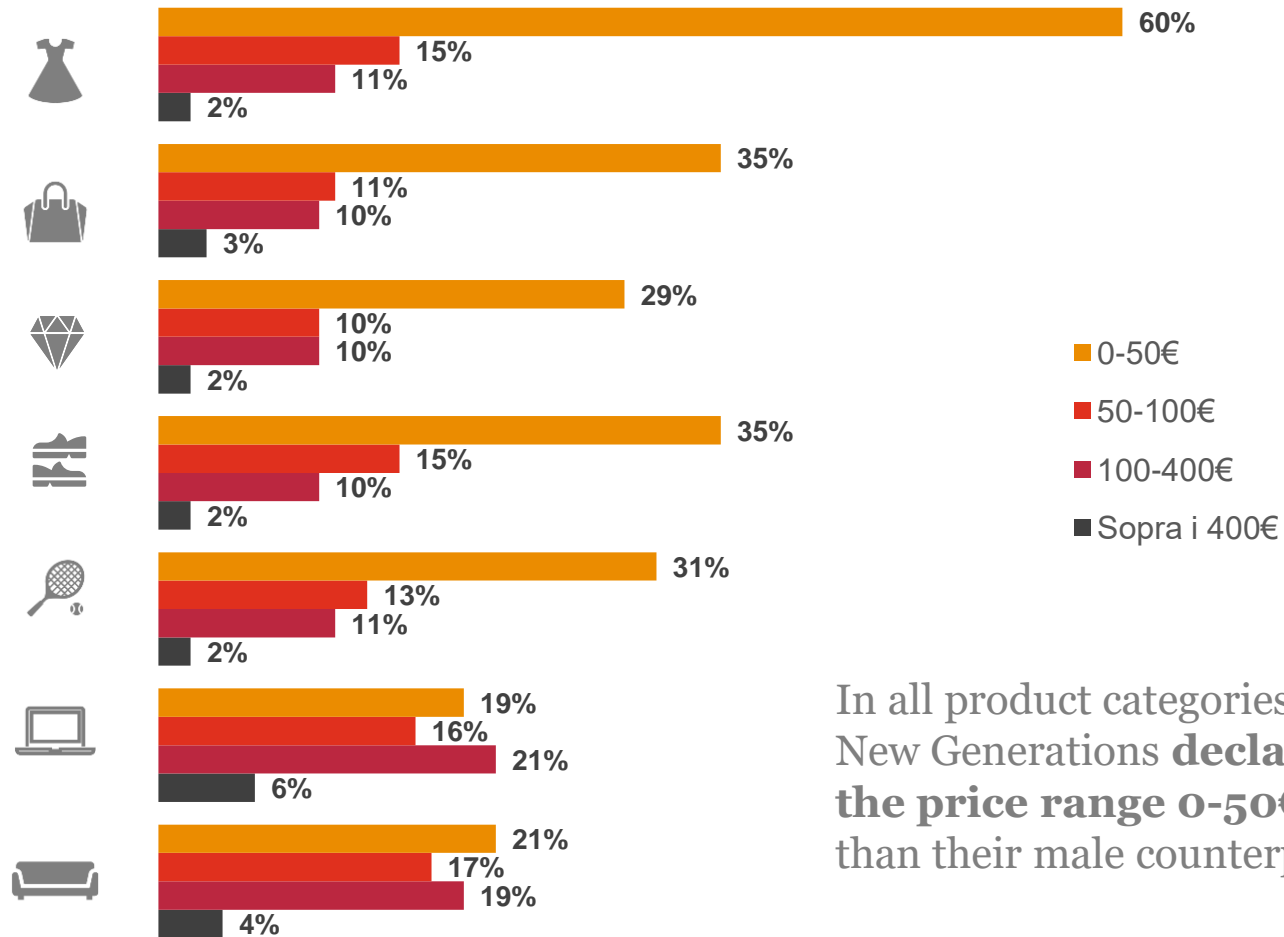
	Sales	Purchases
	70%	Vinted 66%
	71%	75%
	49%	52%
	eBay 64%	eBay 62%
	eBay 71%	physical stores 75%

Q.23/Q.25 Through which channel did you purchase/sell second-hand products?  
Quotes calculated only on those who actually bought/sold  
Source: Circular Fashion Survey on New Generations 2024



# Second-hand purchases for the New Generations are concentrated in the price range 0-50€ for almost all product categories

Indicate the price range chosen for most of your second-hand purchases (average price per single product)



In all product categories, **women** of the New Generations **declare they buy in the price range 0-50€** more frequently than their male counterparts

Q.22 Indicate the price range chosen for most of your second-hand purchases (average price per single product). Respondents who do not buy second-hand products are excluded

Source: Circular Fashion Survey on New Generations 2024



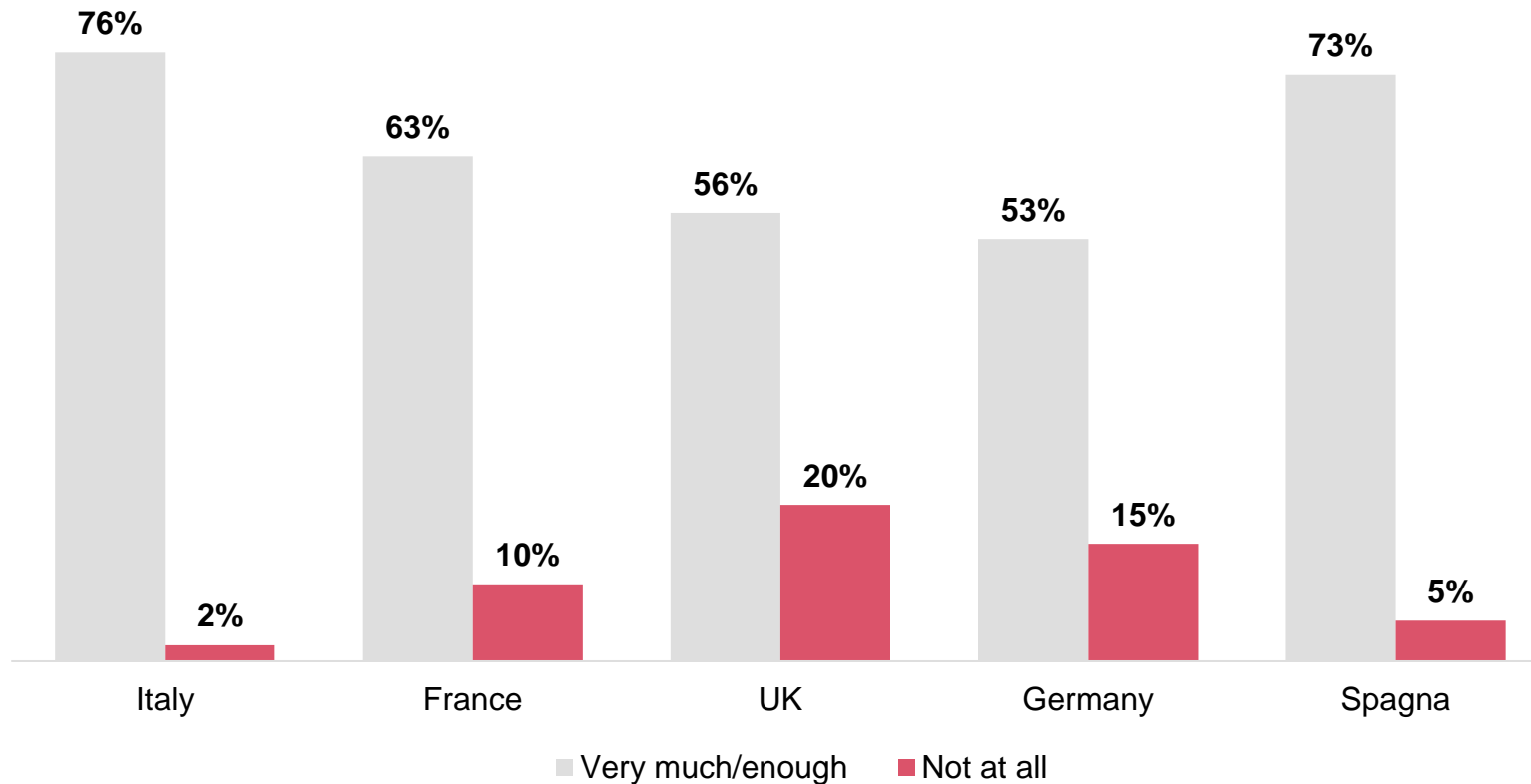
## 4. Sustainability

- For almost **2/3** of the New Gen, the **respect of ESG standards impacts purchasing decisions.**
- Almost **40%** of the New Gen state that they **do not receive the necessary information** about the manufacturing process of the products they buy.
- **71%** of the New Generations **are willing to pay more** for a sustainable product (Gen Z more than Millennials).
- For the New Generations, **labels and packaging** are the tools with which companies **most effectively** communicate **manufacturing processes.**
- For the New Generations, the **presence of certifications** is the **main source of information about a brand's sustainability.**
- **The positive opinion of others** is the factor that **most influences** the opinion of the New Generations about the **sustainability of a brand.**
- New Gens are more attentive to **environmental sustainability** than social sustainability, and they are sensitive to the topic '**animal-free.**' Women **are** more **sensitive** to the '**animal-cruelty free**' topic compared to men.
- For the New Generations, **companies** must be the first to spread change.
- The high cost of sustainable products is a bigger deterrent for respondents from **Italy and Germany when purchasing** sustainable clothing, footwear, and accessories.



## For almost **2/3** of the New Gens, **compliance with ESG standards** impacts purchasing choices (65% for Gen Z vs 63% for Millennials)

How much does compliance with appropriate environmental, social, and governance (ESG) standards throughout the value chain affect your purchasing choices?

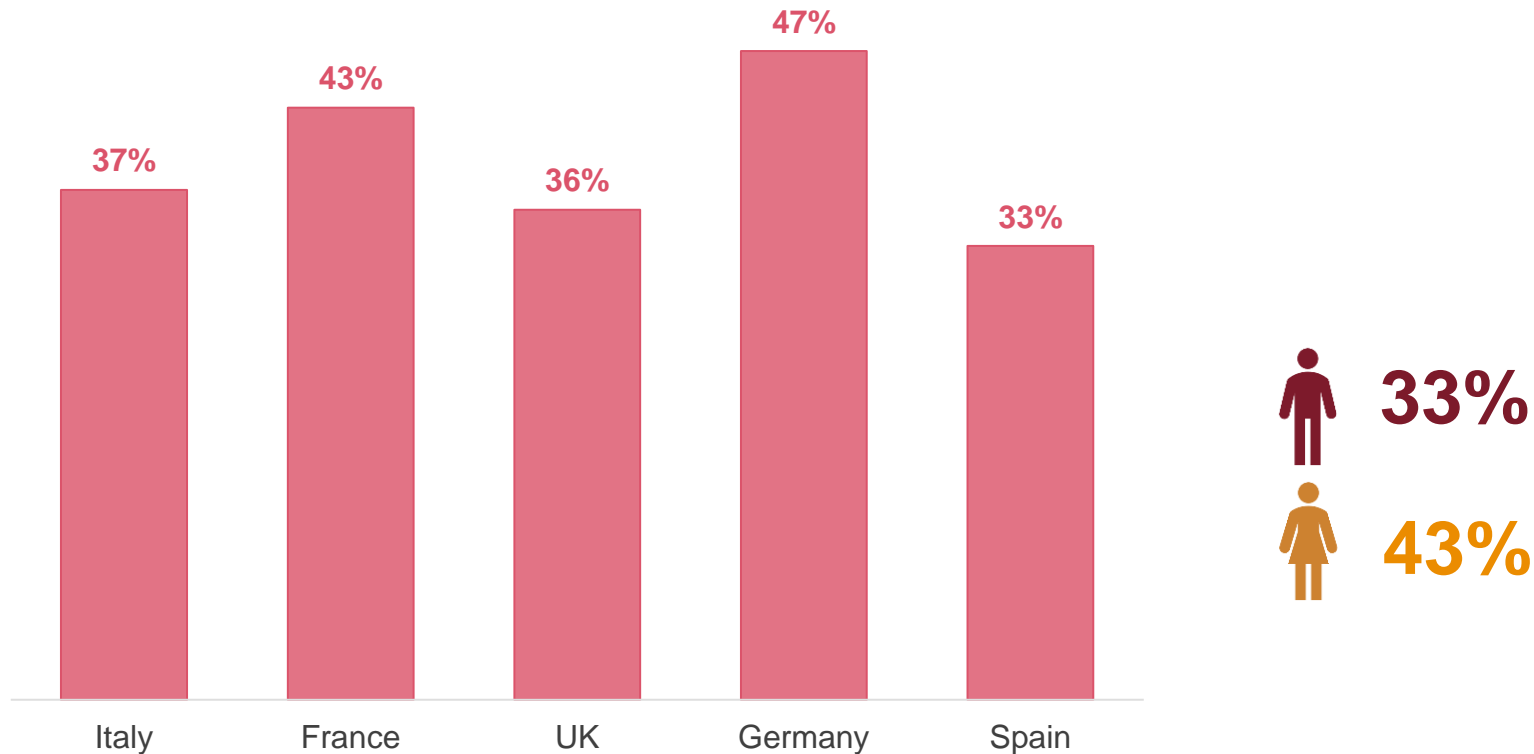


Among the studied countries, some differences are observed: while in **Italy and Spain roughly 3 out of 4 people are influenced** by compliance with ESG standards throughout the value chain, in **the UK and Germany** this percentage is considerably lower (56% and 53%), with a higher rate of **respondents who declared to be not at all influenced** compared to other countries.

Q.30 How much does compliance with appropriate environmental, social, and governance (ESG) standards throughout the value chain (from raw material to final product) affect your purchasing choices?  
Sum of 'Very Much' and 'Enough'; 'Not at All';  
Source: Circular Fashion Survey on New Generations 2024

# Almost the 40% of the New Gen declare that they do not receive the necessary information on the manufacturing process of the products they purchase

When you buy a product, do you feel you have all the necessary information from companies about where, by whom, and how it is processed?



The 43% of the French and 47% of the Germans claim they do not receive the necessary information on the manufacturing process of the product they are purchasing.

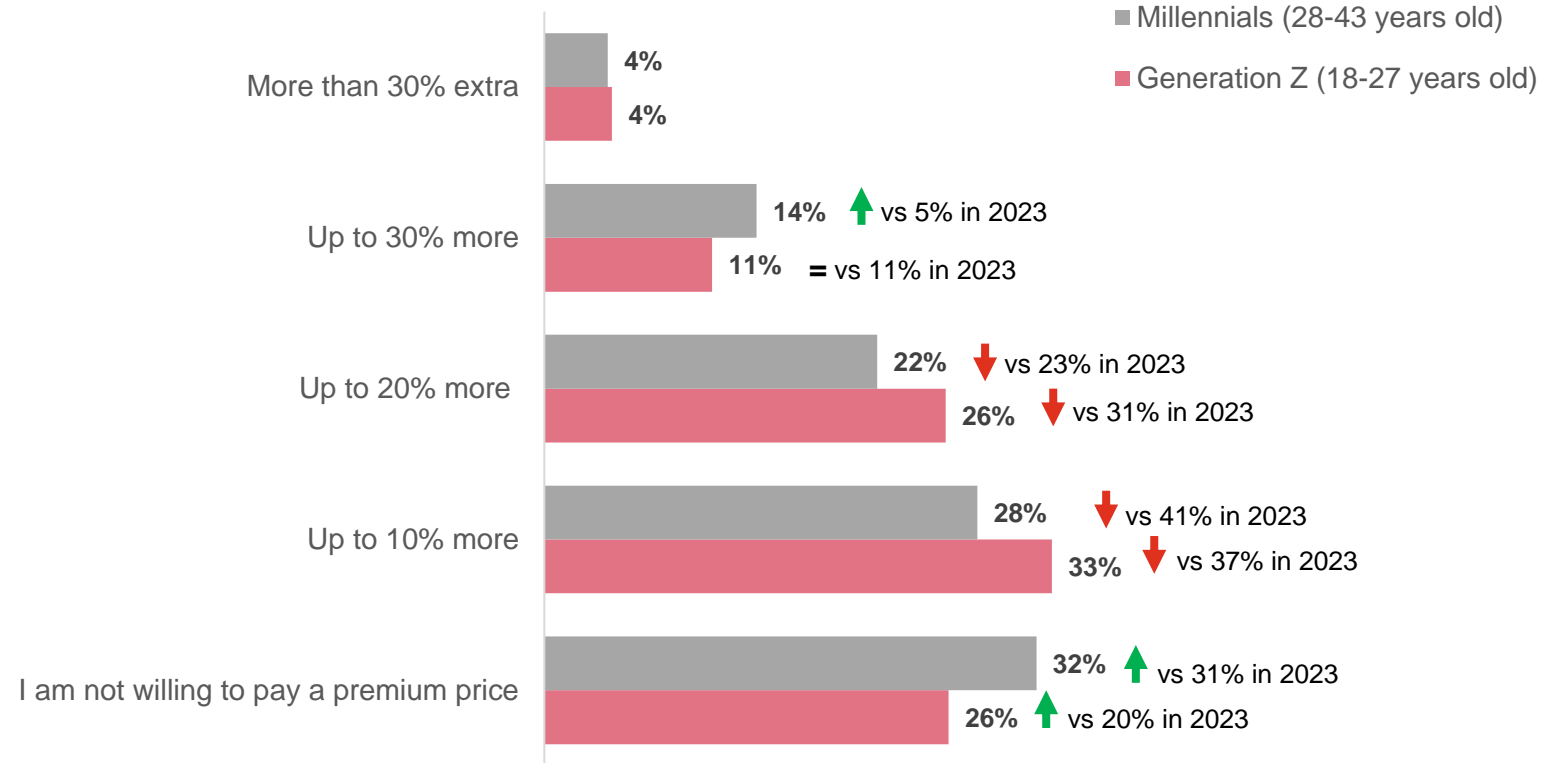
43% of women, and only 33% of men, feel that the information disseminated by companies is not sufficient.

**71% of the New Generations are willing to pay more for a sustainable product (12% would pay up to 30% more and 24% up to 20% more).**

**Gen Z respondents are more willing to pay a premium price for products with lower environmental and/or social impact (75%) compared to Millennials (68%).**

**Among the countries, France has the highest percentage of respondents who are not willing to pay a premium price (34% are unwilling).**

### How much more would you be willing to pay for products with less environmental and/or social impact?



I am not willing to pay a premium price



27%



29%



24%



34%










30%

For the New Generations **labels and packaging** are the tools with which companies most effectively communicate the manufacturing process of their products.

For **Gen Z** social media and influencer communication is more effective than for the previous generation.

On the contrary, **Millennials** prefer in-store initiatives.

In your opinion, what tools are most effective in communicating this information (where, by whom, and how the product is processed) by the company?

		Gen Z	Millennials
Labels/packaging		53% ↑ vs 50% in 2023	54%
Website		36%	33%
Social networks		31%	25%
Communication and in-store events		17%	21% ↑ vs 15% in 2023
Advertising campaigns on TV/radio		9%	10%
Advertising campaigns in newspaper/magazines		9%	9%
Influencers		6%	3%

Q37. In your opinion, what tools are most effective in communicating this information (where, by whom, and how the product is processed) by the company? (select up to three answers)

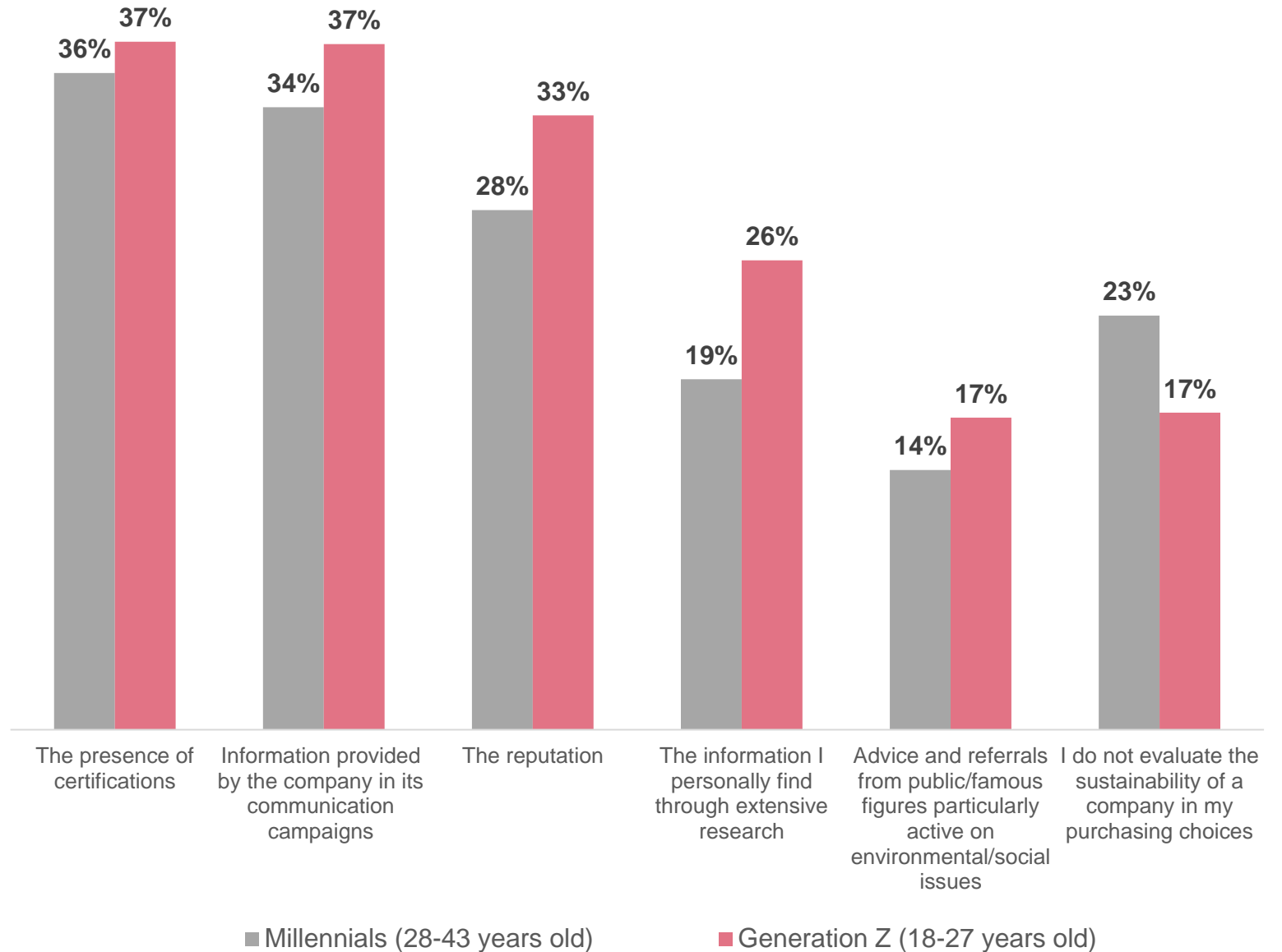
Source: Circular Fashion Survey on New Generations 2024

For the New Generations, **the presence of certifications is the main source of information about a brand's sustainability (37% of respondents).**

**Younger people consider sustainability more** in their purchasing decisions (23% of Millennials do not consider this aspect vs 17% of Gen Z).

**Gen Z tends to conduct thorough research and rely on reputation more frequently** than Millennials.

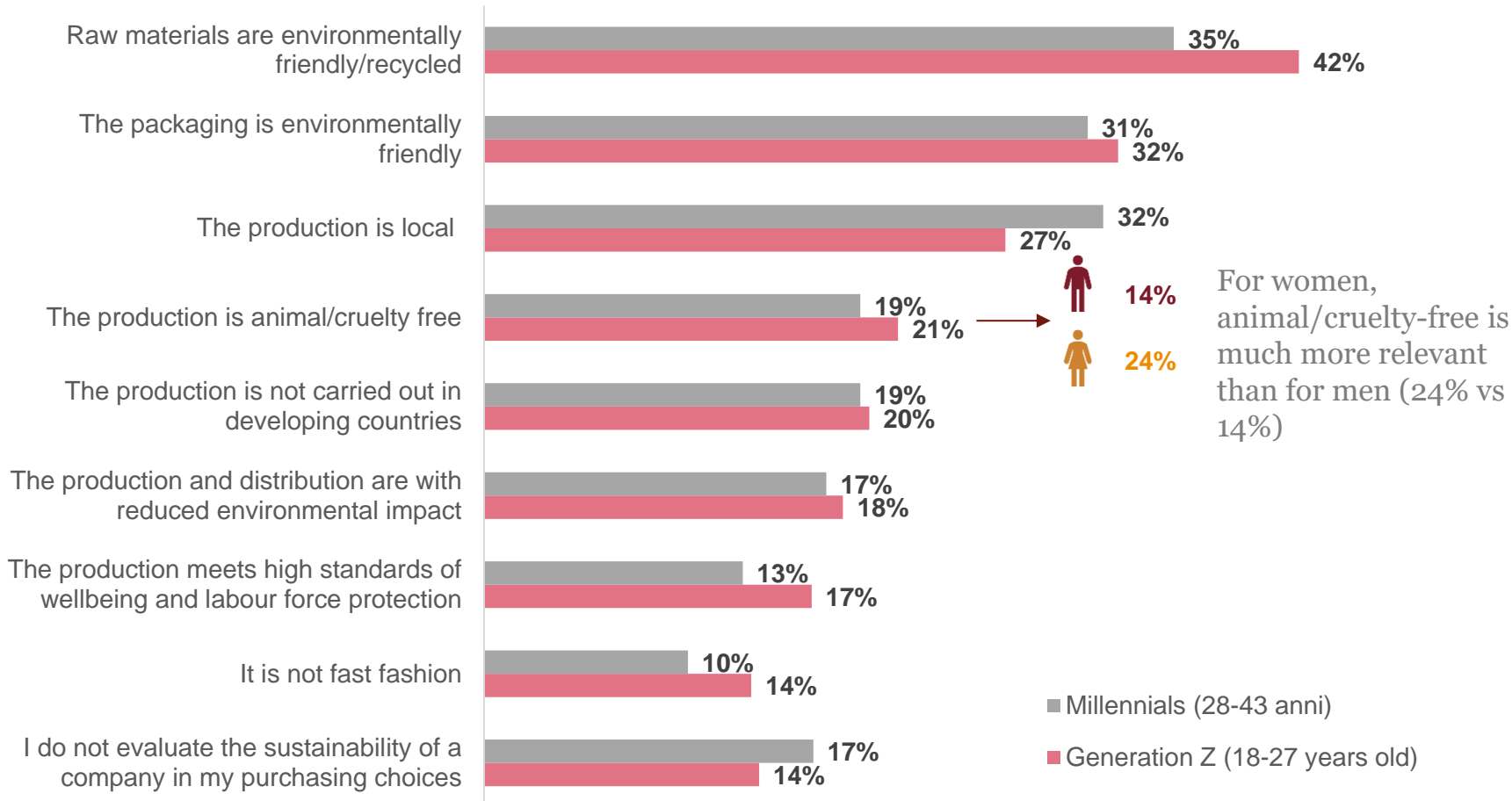
### What tools do you use to inform yourself about the sustainability of a retailer/brand?



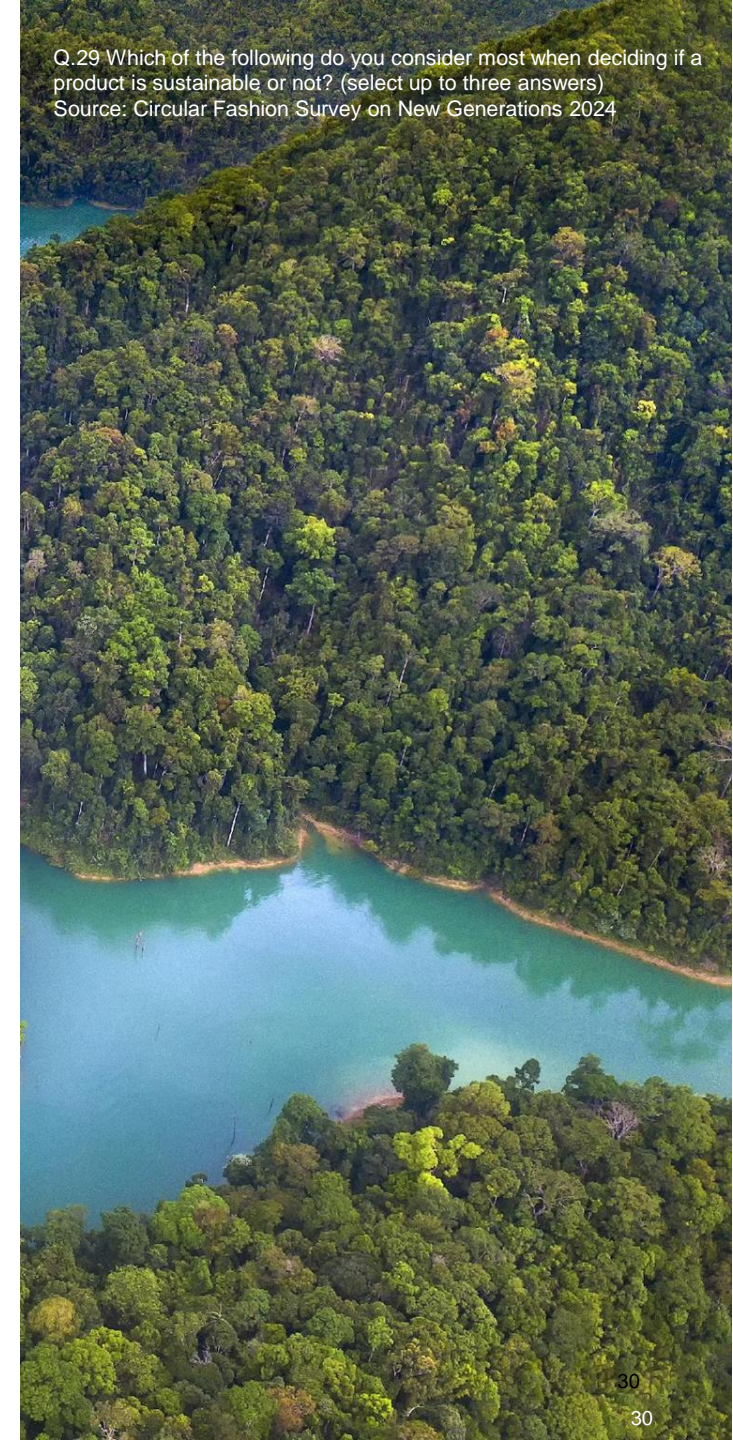
Q35. What tools do you use to inform yourself about the sustainability of a retailer/brand? (select up to three answers)  
 Source: Circular Fashion Survey on New Generations 2024

# The environmental impact is the most decisive factor in determining whether a product is sustainable or not

Which of the following do you consider most when deciding if a product is sustainable or not?



Q.29 Which of the following do you consider most when deciding if a product is sustainable or not? (select up to three answers)  
Source: Circular Fashion Survey on New Generations 2024

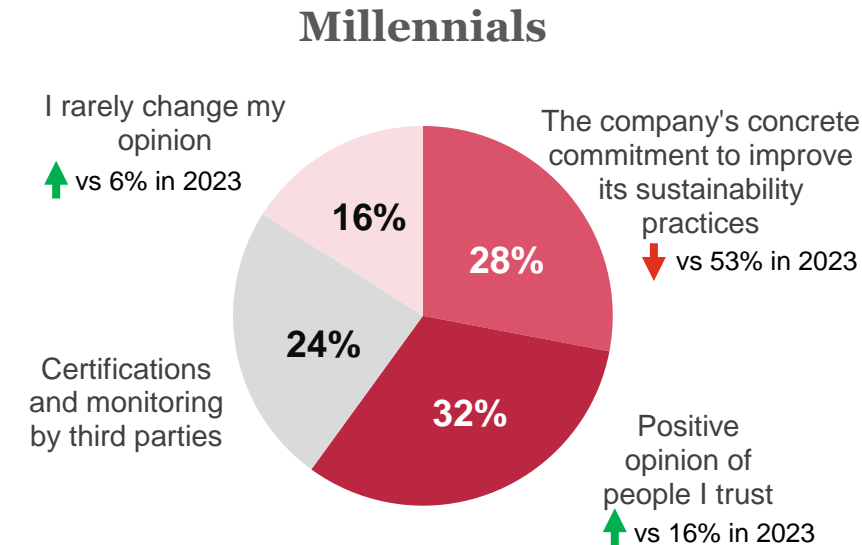
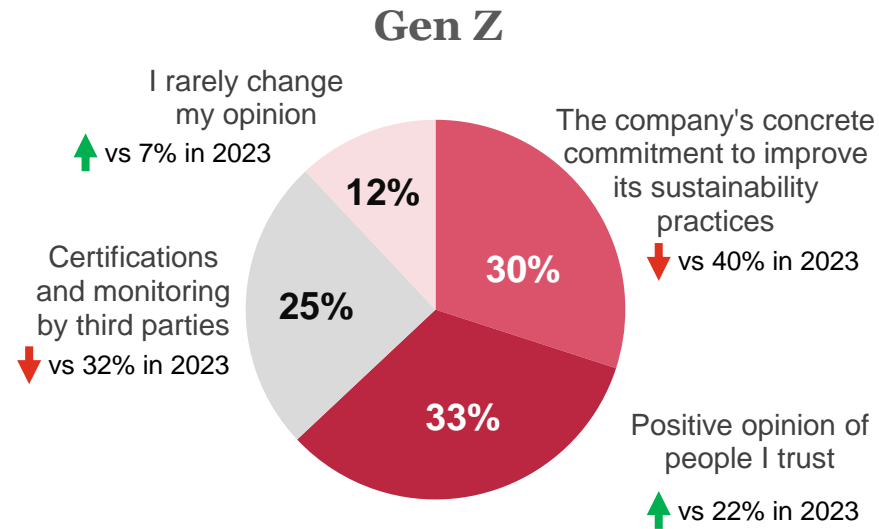


The positive opinion of others is the factor that most influences the view of the New Generations on the sustainability of a brand or company (33% of respondents). This is followed by the company's concrete commitment to improving its sustainability practices (29%).

Gen Z seem to be slightly more open: only 12% (vs 16% of Millennials) report being reluctant to change their opinion regarding a brand's sustainability.

Compared to 2023, the importance of trusted people's opinions has increased.

## What could make you change your opinion about the sustainability of a company or brand?

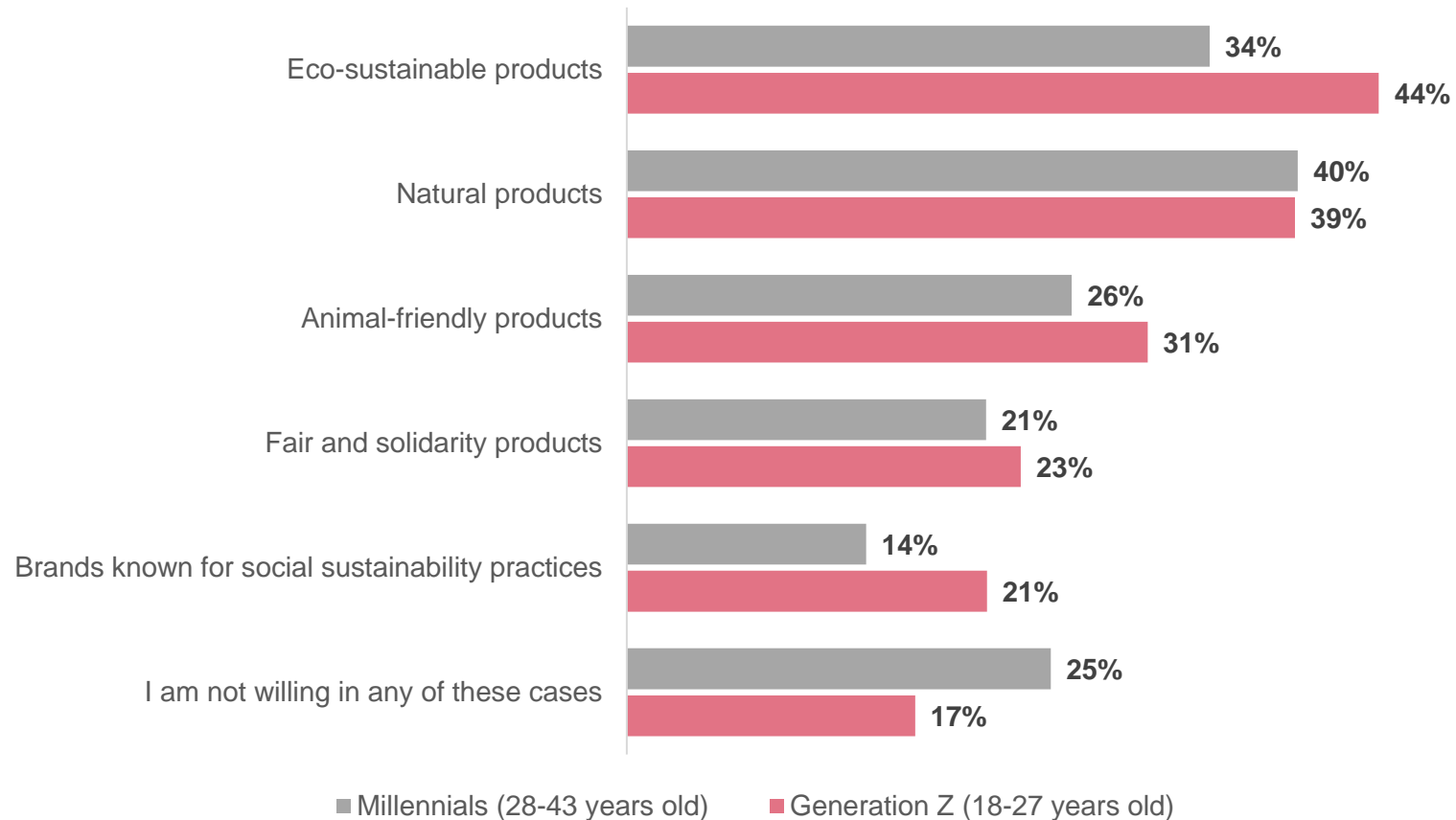


### first response by country



# The New Gen are willing to pay more for low environmental impact products

In which of the following cases would you be willing to pay a higher price when purchasing products?



**Gen Z are more willing** than Millennials to spend more on products that are mindful of their environmental and/or social impact (83% vs 75%, sum of those who would be willing to spend more in at least one case). The products for which they would pay a higher price are **eco-sustainable (34% M vs 44% Z)**.

The New Gen are more inclined to spend a higher than average price on environmentally sustainable products (e.g., eco-sustainable) rather than on socially sustainable products (e.g., fair trade).

**Women** are generally more attentive than men to animal welfare (32% would spend more **on animal-friendly** products vs 22% of men).





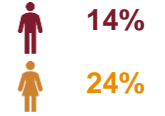
# Young people are sensitive to the “Animal-Free” ...

**73%** believe that companies should commit to marketing animal- and cruelty-free products (vs 45% in 2023).

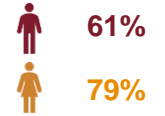
Gen Z is slightly more concerned about animal welfare (74%) compared to Millennials (71%).

## Among the New Generations, women are more sensitive to the topic than men

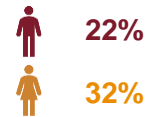
**20%** of the New Gen considers whether the production is animal- and cruelty-free **to evaluate the sustainability of a product**



**73%** believes that **companies should commit** to marketing animal- and cruelty-free products

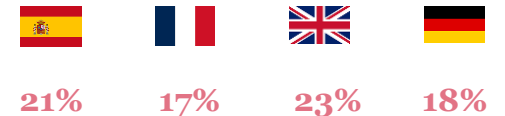


**28%** would be **willing to pay a higher price** for animal-friendly products



## Italy is one of the countries where New Generations care the most about the topic

In Italy, **23%** considers whether the production is animal- and cruelty-free **to evaluate the sustainability of a product**



**77%** believes that **companies should commit** to marketing animal- and cruelty-free products



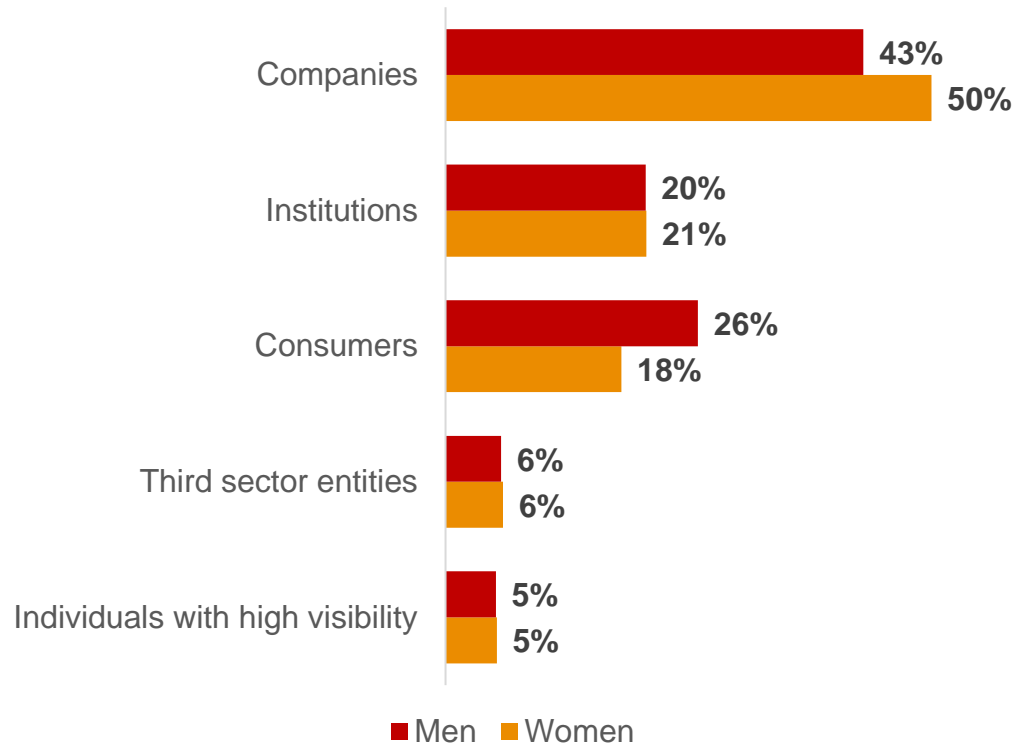
**27%** would be **willing to pay a higher price** for animal-friendly products



Q.38 Do you think companies should commit to marketing animal-free (i.e., without components of animal origin) and cruelty-free products?  
Source: Circular Fashion Survey on New Generations 2024

# For the New Generations **companies** must be the first to spread the change

Who do you think has the greatest responsibility in promoting sustainability?



	Italy	France	UK	Germany	Spain
<b>Companies</b>	41%	42%	55%	57%	42%
<b>Institutions</b>	33%	14%	17%	14%	25%
<b>Consumers</b>	17%	29%	19%	21%	20%

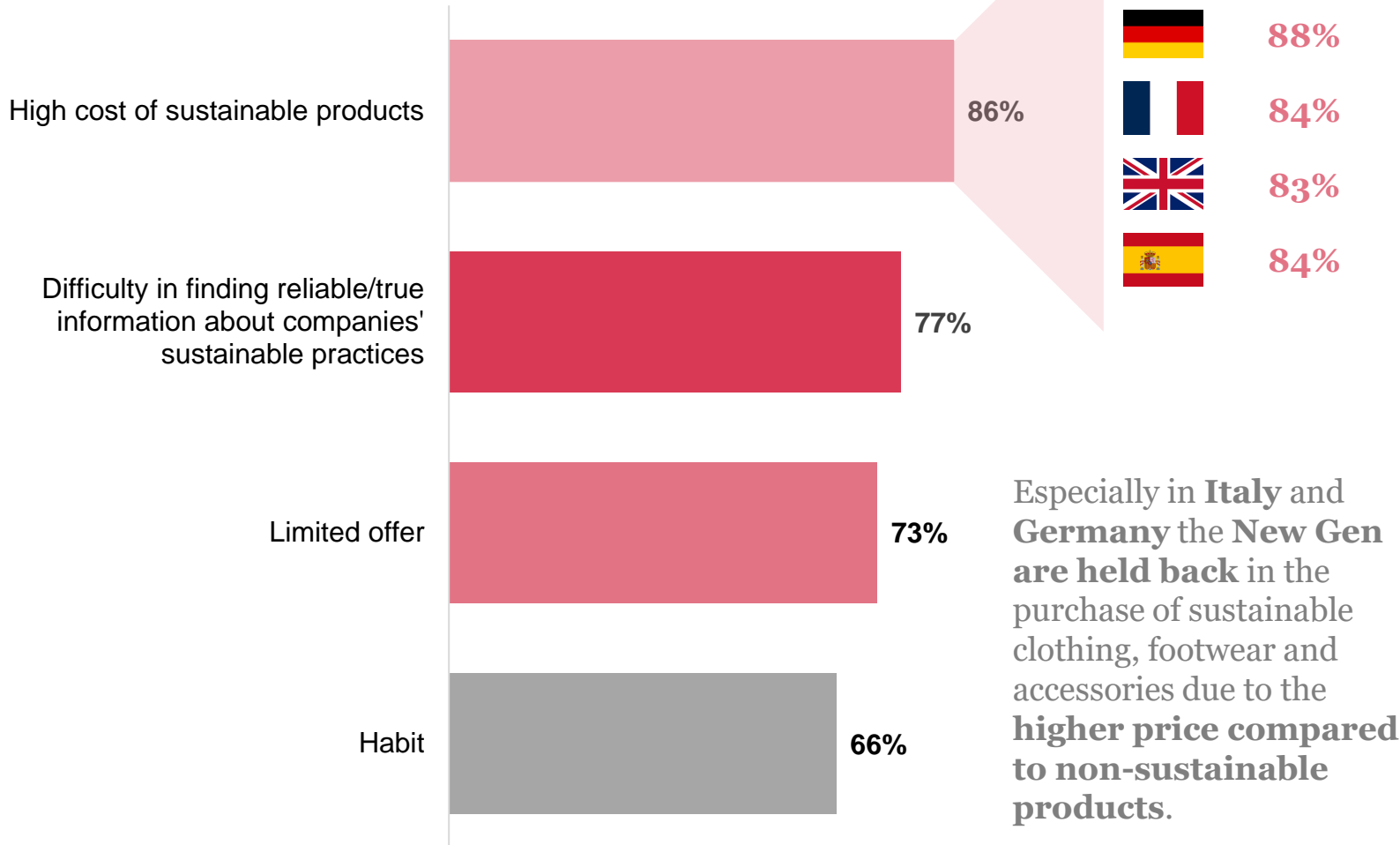
Young **women** attribute greater responsibility to **businesses** (50% vs 43% of men) while for **men** the role of **consumers** is also highly relevant (26% vs 18% of women).

In **Italy** there is a tendency to give **less responsibility to consumers** (17%) compared to other countries, and significantly more to **institutions** (33%). In **Germany** and **UK** the New Gen give much importance to the role of **companies** (55% in the UK and 57% in Germany), while **France** to consumers (29%)

Q.42 Which of the following do you think has the greatest responsibility in promoting sustainability?  
Source: Circular Fashion Survey on New Generations 2024

# The biggest obstacle to buying sustainable products is the high price

To what extent do you think the following factors may hinder the purchase of sustainable clothing, footwear and accessories? (% much/enough)



Q.43 To what extent do you think the following factors may hinder the purchase of sustainable clothing, footwear, and accessories?  
**Source:** Circular Fashion Survey on New Generations 2024



## 5. ESG-washing

- Most of the New Generations believe that **ESG-washing** is a **widespread phenomenon**.
- More than **1 in 4 young consumers** are **willing to reconsider their purchasing habits** in case of suspected ESG-washing. **For 33%** of young people, despite declaring that they are willing to change their behavior, **interest in the product remains the priority**.
- The New Generations are very **attentive to what companies communicate about their product**. The **reference** to environmental and/or social sustainability **excessively emphasized** is the first sign of ESG-washing.

The term ESG-washing (e.g., greenwashing, woke-washing, pink-washing, etc.) refers to misleading or deliberately incomplete communication practices through which companies promote their activities as more environmentally friendly and socially responsible than they actually are. It is an attempt to improve the company's public image without making substantial changes to business practices in terms of sustainability.

**~64%** **Most of the New Generations** believe that ESG-washing is a widespread phenomenon (65% Gen Z and 62% Millennials)

The perception of the diffusion of ESG-washing varies by country:



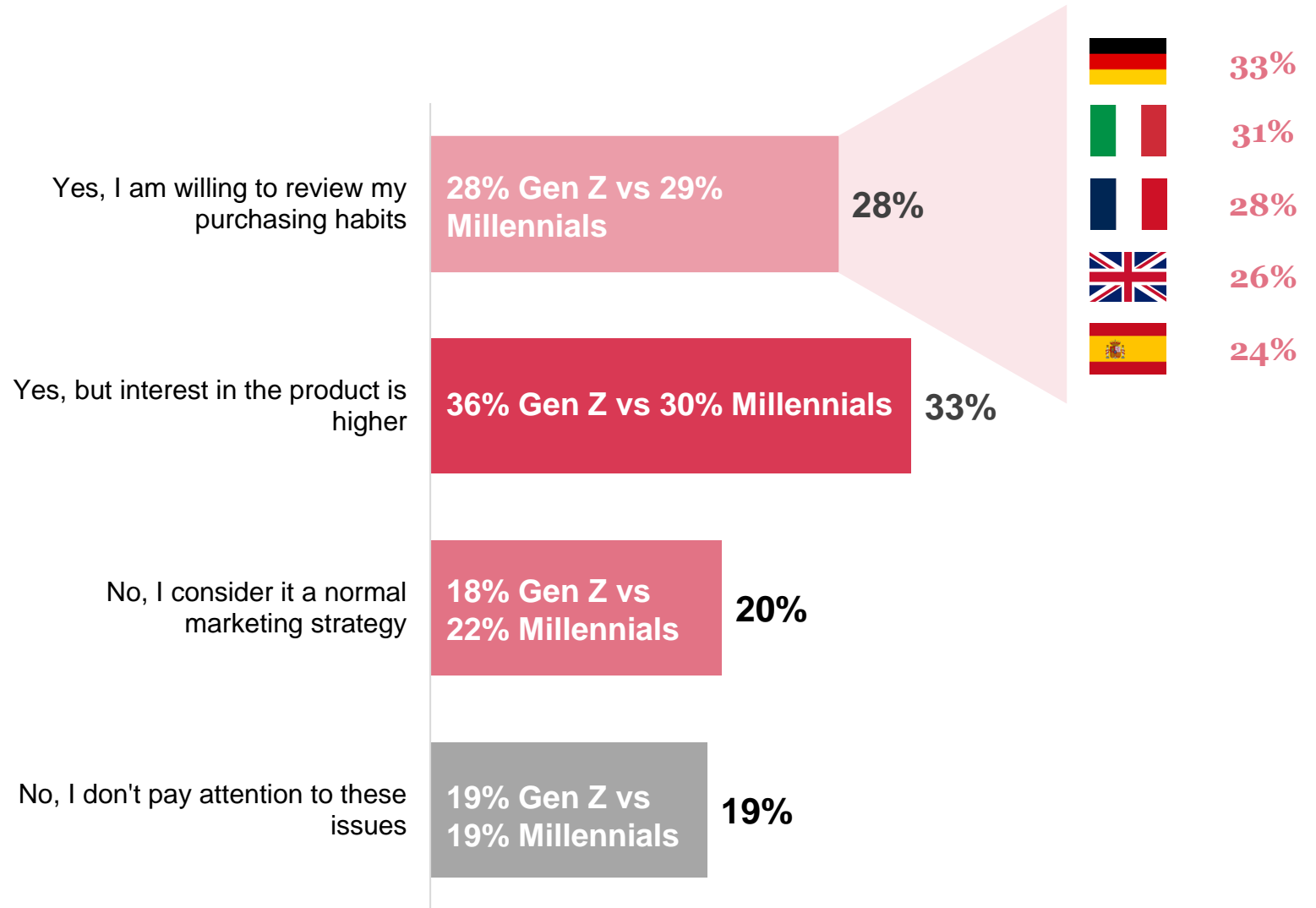
Q.39 Do you believe that ESG-washing is a widespread phenomenon? Sum of «Strongly Agree» and «Agree»  
Source: Circular Fashion Survey on New Generations 2024

Over 1 in 4 young consumers is willing to reconsider their purchasing habits in case of suspected ESG-washing.

However, 1/3 of young people, especially Gen Z, are aware of ESG-washing but are more interested in the product.

Respondents from Italy (31%) and Germany (33%) are more willing to reconsider their purchasing habits compared to other countries.

### Does the suspicion of ESG-washing influence your purchasing behavior?



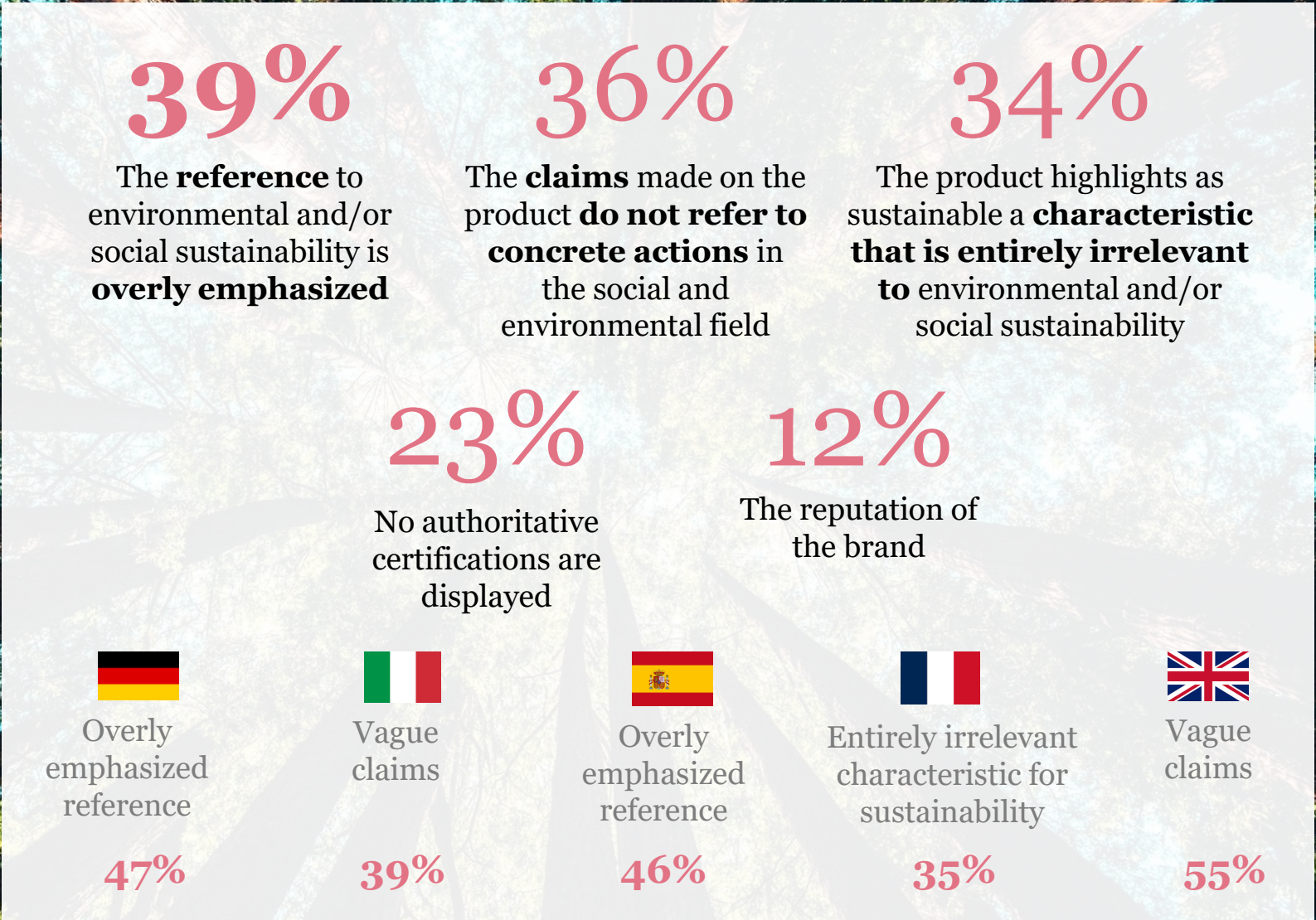
The New Generations are very **attentive to what companies communicate about their products.**

Respondents from **Italy** (39%) and **the UK** (55%) distrust products with **abstract and unsubstantiated** sustainability claims.

In **Germany** (47%) and **Spain** (46%) respondents are more skeptical of brands that **overly emphasize** sustainability.

In France, they are suspicious of products that highlight **irrelevant characteristics** for environmental and/or social sustainability (35%).

**What elements make you think that a certain company is engaging in ESG-washing practices?**



Q.40 What factors make you think that a company is implementing ESG-washing practices? (select up to two answers)  
 Source: Circular Fashion Survey on New Generations 2024



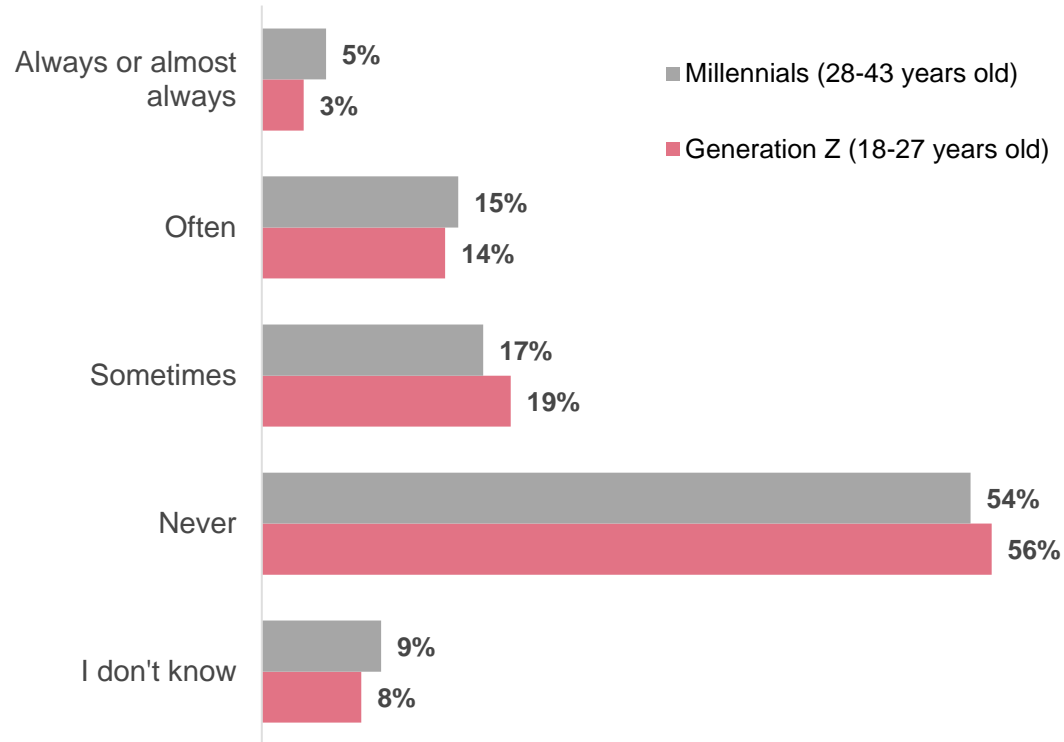
# 5. Artificial Intelligence

- **More than half** of the New Generations claim to **have never used Artificial Intelligence (AI) systems** to purchase products.
- The New Generations tend to **use AI to gather information** about **brands** and **products**, and to **conduct image-based searches**.
- **AI tools** are quite **widespread**, especially **Chatbots** and **virtual assistants**, but more than half of young consumers are unaware they are using them.
- **Only 22%** of respondents **rate the integration of AI in online shopping as overall positive** and 41% have a neutral opinion on the matter.
- The **87%** of New Generations is **concerned about the effects** of Artificial Intelligence.



# More than half of New Generations claim to have never used Artificial Intelligence (AI) systems to purchase products

## Have you ever used AI systems in your purchasing process?



The frequency of AI usage in the context of shopping varies greatly depending on the gender, with **59% of women stating they have never used AI.**

% respondents who answered 'Never' by gender

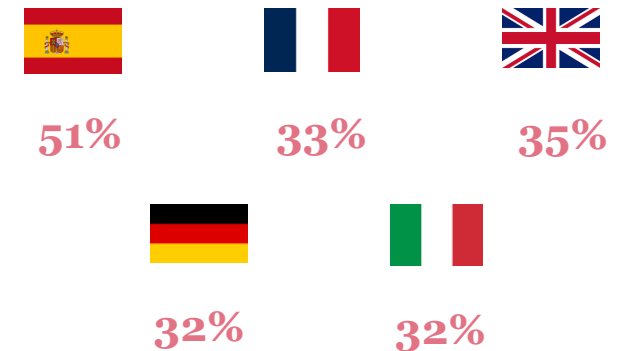


% respondents who answered 'Often' and 'Always or almost always' by gender



Regarding country differences, **Spain** stands out with the **51% of respondents who claim to have used AI systems at least sometimes** during the shopping experience.

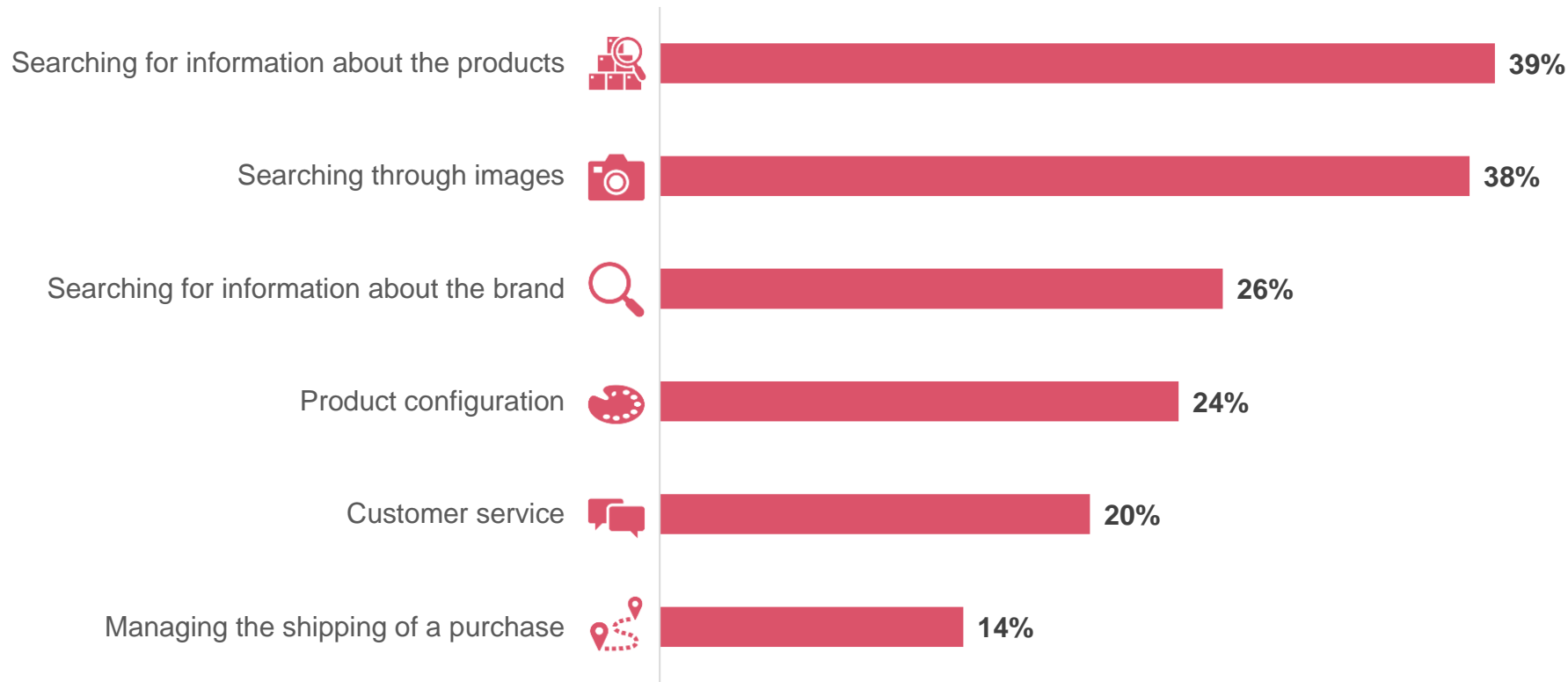
% respondents who answered 'Sometimes', 'Often', and 'Always or almost always' by country of residence



Q.14 Have you ever used Artificial Intelligence (AI) systems in your purchasing process? Sum of «Always or almost always», «Often» and «sometimes». Respondents who selected «I don't know» are excluded. Source: Circular Fashion Survey on New Generations 2024

# The New Generations tend to use AI to gather information about brands and products and to conduct image-based searches

## At which stages of your purchasing process do you encounter Artificial Intelligence systems?

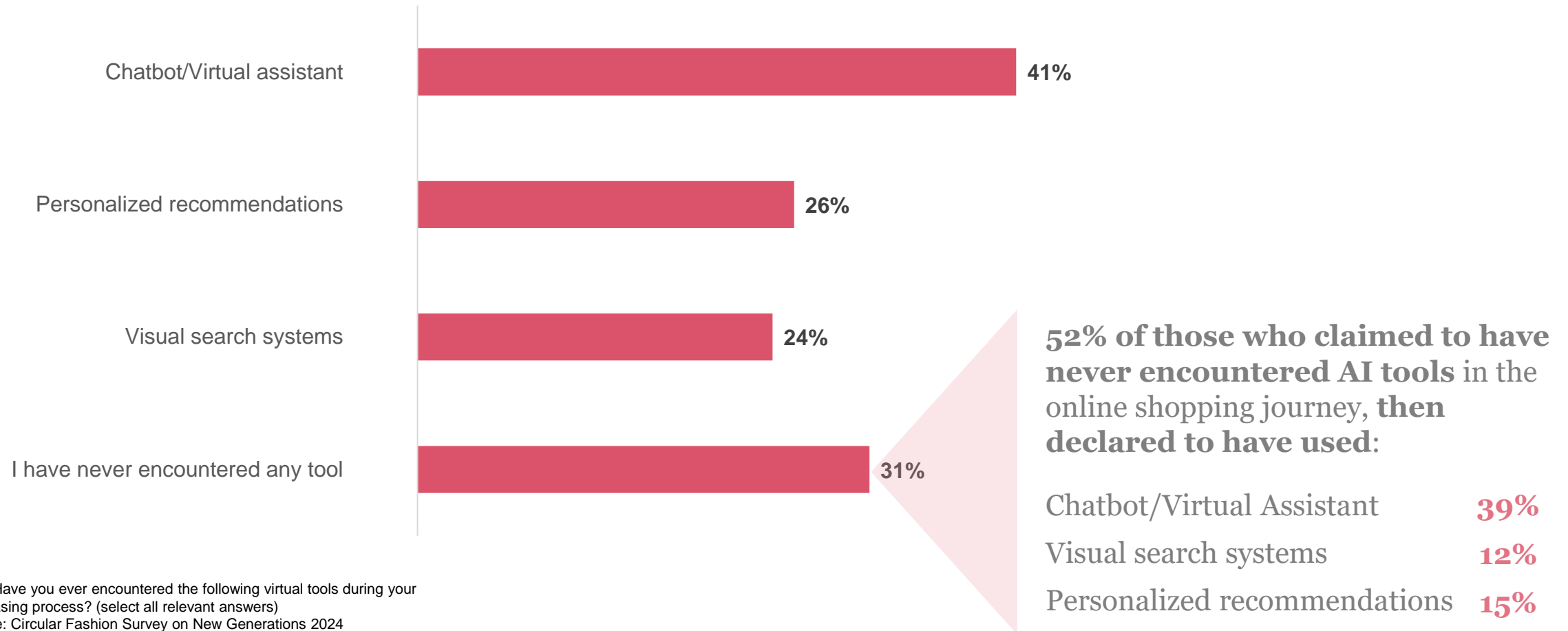


Q.15 At what stages of your purchasing process do you encounter Artificial Intelligence systems? (Select all relevant options)  
Source: Circular Fashion Survey on New Generations 2024



# AI tools are quite widespread among the New Generations, but **over half are not aware of using them**



**Have you ever encountered the following virtual tools during your purchasing process?**



Q.16 Have you ever encountered the following virtual tools during your purchasing process? (select all relevant answers)  
 Source: Circular Fashion Survey on New Generations 2024

## Only **22%** of the respondents rate **AI integration in online purchases overall positive**

Overall, how do you rate the integration of AI by brands in your online purchases?

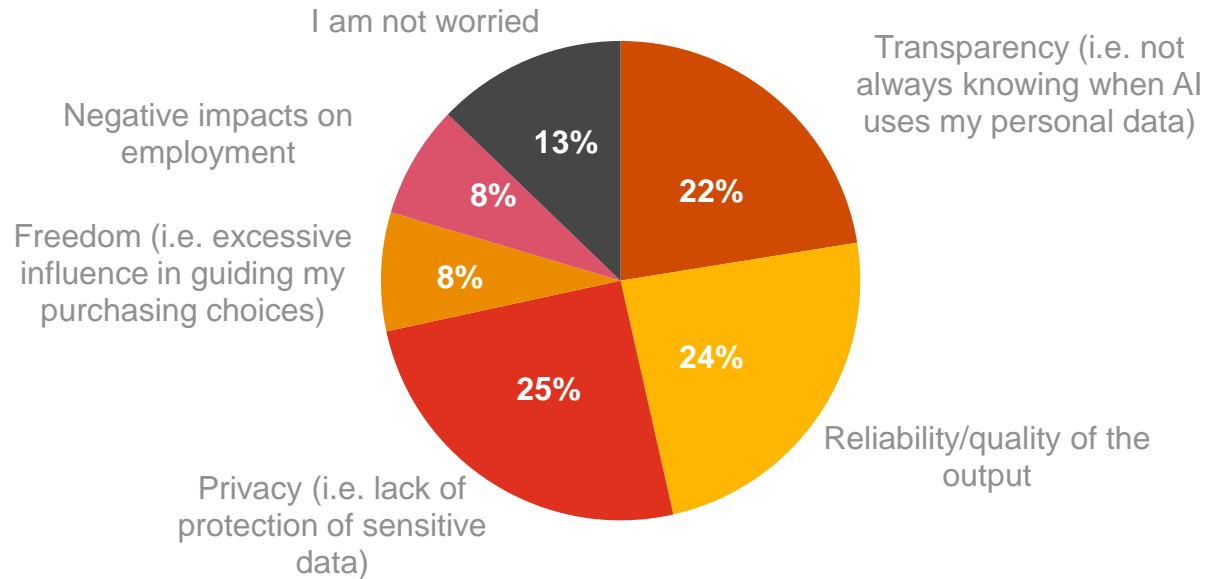
			
Overall positive	<b>22%</b>	<b>27%</b>	<b>19%</b>
Neither positive nor negative	<b>41%</b>	<b>39%</b>	<b>42%</b>
Overall negative	<b>12%</b>	<b>12%</b>	<b>12%</b>
I have no experience with this	<b>25%</b>	<b>21%</b>	<b>28%</b>

**Men** tend to perceive AI **more positively than women** (27% vs 19%), but they are also more exposed to this new technology in the purchasing process (only 21% say they have no experience with it vs 28% of women).

Among the countries, **Spain and the UK** have the **highest percentages** of respondents who perceive AI integration as both **positive** (28% and 25% respectively) and **negative** (15% for both). **France and Germany** have the **lowest exposure rates** (respectively 34% and 32% of respondents have no experience with AI integration in these processes).

# 87% of the New Generations are concerned about the effects of Artificial Intelligence

## What issue concerns you the most regarding the use of Artificial Intelligence?



### Main concerns by generation

#### Gen Z

Privacy

**26%**

#### Millennials

Reliability/quality of the output

**25%**

The top three concerns are common to all respondents regardless of the country, but differences are observed in the selection of the main concern. For **Italy, France, and Spain** (24%, 25%, and 29% respectively), **privacy** is the most concerning issue, while for **the United Kingdom and Germany** it is the **reliability/quality of the output**.

**Spain** is the country with the highest concern: **93%** of respondents fear negative consequences.

# Thank you



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