



Press release  
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## GINETEX Barometer 2024: Textile care habits in Europe

GINETEX unveils the results of its 5<sup>th</sup> Barometer for Textile Care, carried out by IPSOS. This new edition presents the latest teachings on European textile care habits. Seven European countries were surveyed: Spain, Germany, Italy, Sweden, the Czech Republic and the United Kingdom.

- **82% of European consumers** consider care instructions to be important,
- 75% consider the addition of written explanations on the sewn label to be very useful, and 58% are not in favour of digitising it.
- **52% of Europeans** buy second-hand clothes at least once every six months, with significant disparities between countries (62% in the UK compared to 46% in Germany), while 96% buy new clothes at least once every 6 months.
- **Price** remains the key factor for **62% of consumers** (up 3 points compared with 2023), but **product quality** is also becoming increasingly important (55% in 2025 vs. 52% in 2023).
- **76% of consumers** are interested in the composition of clothes, and 63% prefer environmentally-friendly care instructions.

### Towards a new care label model?



A key element in guiding consumers on how to care for their clothes, the care label is evolving to meet the changing expectations of Europeans. Between the need for simplification, the addition of new symbols or the integration of digital tools, there are several potential levers to improve its effectiveness and legibility.

Across the seven countries surveyed, **75% of people think it would be very useful for symbols to be accompanied by written instructions**, a particularly strong demand in the UK (83%), Italy (83%) and Spain (82%). This need is even more pronounced when it comes to delicate fabrics, where **over 80% of Europeans would like to see the addition of further written information** to help protect their clothes.

While consumers are seeking greater clarity and better understanding of the care label, reservations are stronger when it comes to its digitisation. Indeed, **58% of European consumers believe that transferring instructions to a digital label would have a negative impact on following care instructions**, a reluctance that is even more pronounced in Italy (63%). This observation is all the more significant given that younger generations, who are more inclined to digital habits, are particularly critical of this development.

These results show that consumers strongly support a more legible and accessible label, while emphasising the importance of preserving a physical format, which is seen as an essential reference point when caring for clothes.

### Second-hand: a trend driven by the younger generation



A fast-growing global phenomenon, largely driven by the fashion industry, the second-hand market continues to grow. According to a Tripartie survey, this market is now worth more than €128 billion globally.

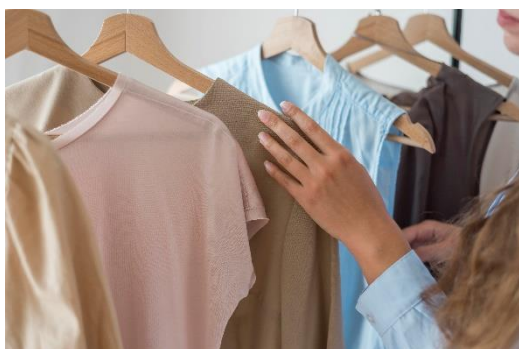
This dynamic is part of a wider European trend, where **over half of consumers in the seven countries surveyed say they buy second-hand clothes at least once every six months.**

**This paradigm shift is mainly being driven by the younger generation, who are more aware of environmental issues and responsible consumption. So 70% of second-hand buyers are aged between 18 and 24, 65% are in the 25-34 age bracket.** This proportion falls significantly over the age of 45, with only 43% of 45-59 year-olds adopting this practice.

The proliferation of platforms and apps dedicated to circular fashion is contributing to this boom, by making these purchases more accessible and attractive. While this trend can be observed in all the countries surveyed, we can observe certain national disparities. Figures for the United Kingdom are particularly notable: **62% of Britons buy second-hand clothes at least once every six months,** compared with **46% in Germany,** where it remains a more marginal pursuit.

However, while second-hand goods increasingly appeal to the younger generation, this does not call into question the prevalence of new goods in the consumer habits of Europeans: **96% of them buy new clothes** at least once every six months.

### Purchasing criteria mainly guided by economic concerns



**Price continues to be a decisive criterion** when it comes to clothing for 62% of European consumers (against 59% in 2023). This trend is even more pronounced in **Italy, where 76% of people rank price as one of their priorities when making a purchase.**

Moreover, **value for money is becoming a key criterion for 56%** of European consumers, reflecting a desire to reconcile purchasing power with sustainable products. This figure is even higher in Germany (64%) and Italy (60%).

On the other hand, while **the quality of clothing is becoming increasingly important in the choice of clothing across Europe (55% in 2025 against 52% in 2023),** particularly in the UK where the figure rises to 63%, **this criterion is less important among Czech (47%) and French (50%) consumers.** This trend can be explained by the importance of value for money in the purchasing decisions of certain European consumers, but also by the rise of ultra-fast fashion, which is redefining consumer expectations in terms of the renewal of collections and the accessibility of products.

## Everyday textile care: care and composition information scrutinised by consumers

As a benchmark, the label is packed with essential information to help consumers with the day-to-day care of their clothes and textiles. Three pieces of information stand out among the consumers surveyed:

- Among the seven countries surveyed, **82% of consumers consider care instructions to be an important criterion on labels**, a figure that has risen slightly since 2023 (80%), supported above all by Italy (86%) and Sweden (84%).
- **76% of Europeans pay attention to the composition of textiles**. This stable figure reflects a desire for a better understanding of the materials and fibres used, at a time when transparency has become a key criterion for choice.
- Finally, there is also growing interest in **environmentally-friendly cleaning instructions**. In Europe, **63% of consumers consider** this information as important. However, this figure is higher than the results for Germany (46%) and the Czech Republic (43%).

Finally, the economic context has an impact on washing, drying and ironing habits. Some practices are now being adopted out of economic choice rather than environmental concern:

- While **86% of consumers pay attention to the correct dosage of detergent**, over half do so primarily to save money, while 33% do so for ecological reasons.
- **A very large majority (84%) favour low-temperature washing**, 55% to reduce their energy bill (compared with 29% who do so to reduce their environmental impact).
- When it comes to drying, **65% of Europeans leave their clothes out to dry**, 42% doing so to save money and 23% for environmental reasons.
- The weighting of economics is even more pronounced in the Czech Republic, while environmental considerations are more important in Germany and Sweden.

This survey was carried out by Ipsos for GINETEX between 2 and 11 December 2024, among a sample of 7,000 people, i.e. 1,000 respondents in each of the seven countries surveyed: France, United Kingdom, Germany, Italy, Spain, Sweden and the Czech Republic. The sample, made up of people between 18 and 65 years of age, was recruited at random from the Ipsos panel and selected using the quota method to ensure it is representative of the national populations in terms of gender, age and region. The survey was carried out online.

### About GINETEX:

Established in Paris in 1963, GINETEX (International Association for Textile Care Labelling) is behind an international textile care labelling system designed to inform textile companies, as well as consumers, about the best ways to care for their textile garments. The care symbols used are equally registered trademarks of GINETEX and COFREET. The group promotes these symbols to businesses and consumers and coordinates their technical content, which is essential for the definition and application of the care labelling code at the international level. GINETEX currently has 22 member countries.

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