# EUROPEAN MARKET RESEARCH ON TEXTILE CARE LABELLING

In partnership with IPSOS, **GINETEX** announced on June 20th, the outcomes of its European barometer "Europeans and textile care labelling": 70% of Europeans follow the textile care instructions featured on the labels and 80% admit that they would not (or would rarely) buy clothes without any labels, While another 84% feel concerned by water and energy savings.

**GINETEX**, the international Association for Textile Care Labelling, called upon the French market research company IPSOS, to evaluate the behavior of European Consumers with regards to textile product labels and care symbols. This study, carried out in December 2016, combines the results of six different countries, gathered from a sample of 6,000 people in Germany, England, France, Italy, the Czech Republic and Sweden.

In regards to eco-care, it is a major issue for European consumers! The IPSOS study reveals that 84% of Europeans feel concerned about water and energy savings. And among Europeans who feel concerned, 90% take specific eco-actions when caring for their textile products.

For more information or to get the press release with full data, please contact Pascale Florant, **GINETEX** Secretary General, ginetex@ginetex.net, +33 (0)1 47 56 31 71

## PERCENTAGE OF EUROPEANS WHO CORRECTLY ASSOCIATE THE SYMBOL WITH THE CORRESPONDING CARE INSTRUCTION:

| | |
|---|---|
| Ironing: | 97% |
| Washing: | 91% |
| Bleaching: | 33% |
| Drying: | 32% |
| Professional cleaning: | 21% |


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