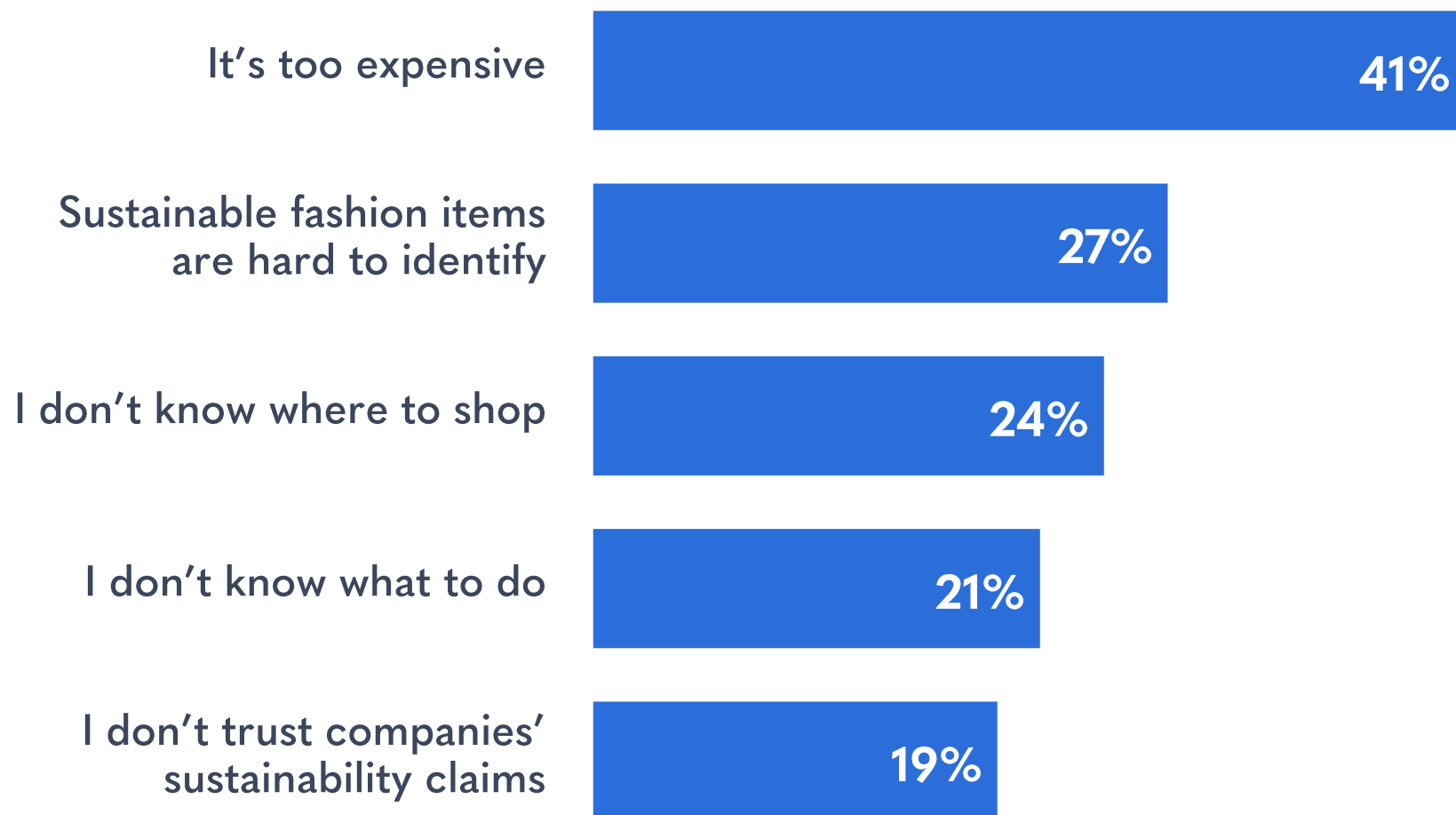


Over 70 Percent of Europeans Want to Make More Sustainable Fashion Choices – What’s Holding Them Back?

Top five barriers to more sustainable fashion choices:



Top Five Barriers to More Sustainable Fashion Choices, All Who Want to Change Their Buying and Wearing Behavior, Average of Five Countries, Total Mentions, %, 2025

Source: Zalando *It takes many* report (survey of 5,013 Gen Z and Millennial consumers in France, Germany, Italy, Sweden, and the UK in February 2025)