



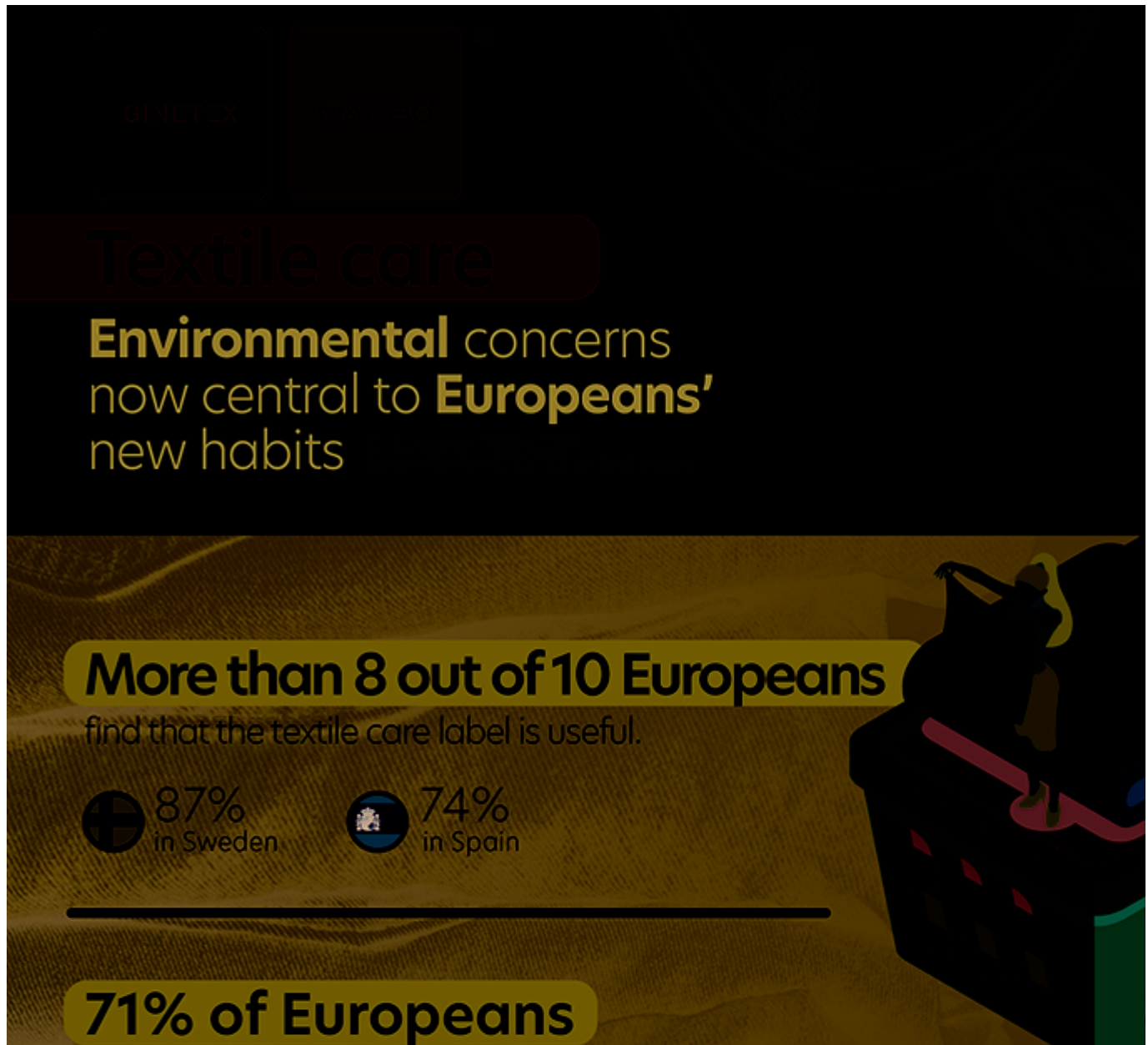
## Results of the 3rd IPSOS European Barometer 2021

### TEXTILE CARE: ENVIRONMENTAL CONCERNS NOW CENTRAL TO EUROPEANS CARE HABITS.

GINETEX, the International Association for Textile Care Labelling, presents the results of its third European barometer "Europeans and the textile care label" conducted with IPSOS. The survey was carried out in seven European countries: United Kingdom, Germany, Italy, Sweden, the Czech Republic and Spain.



[Download the press release](#)



follow the care instructions.



81%  
in Sweden



65%  
in United Kingdom



74% of Europeans

never or rarely buy a garment without a care label.

Women are more likely to take  
care of their laundry themselves than men



The share  
of men who  
look after their laundry  
is lowest in Italy,  
Spain and the  
Czech Republic

75%

Today, environmental awareness has become widespread and this clearly translates in our barometer's results. If information on ecological textile care, it is because **they are themselves inclined to change their cleaning habits more environmentally friendly.**

The brand (+ 4 points), or the garment's  
country of origin (+ 1 point) are also  
becoming increasingly important.



Credit photo: Maxime Baudouin

Almost **6/10 Europeans**

pay attention to the care  
when they buy a garment



63% in Germany



65% in Sweden



66% in Italy

65% of respondents would like labels to offer environmentally friendly care instructions



68% in France

69% in Spain

80% in Italy

Half (51%) try to wash their laundry at a colder temperature

54% of Europeans use the right amount of detergent for environmental reasons

49% of respondents fill their washing machine to its maximum capacity

46% let their laundry dry naturally in the open air to protect the environment

This study was conducted by the IPSOS institute, for GINETEX, the International Association for Textile Care Laboratories, from December 18 to 21, 2020 for France and from January 15 to 17, 2021 for Germany, The Czech Republic, United Kingdom, Sweden, Italy and Spain.

### Study methodology

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