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 baror "Europeans and the textile care label" conducted with IPSOS. The survey was carried out in seven European cour Kingdom, Germany, Italy, Sweden, the Czech Republic and Spain.

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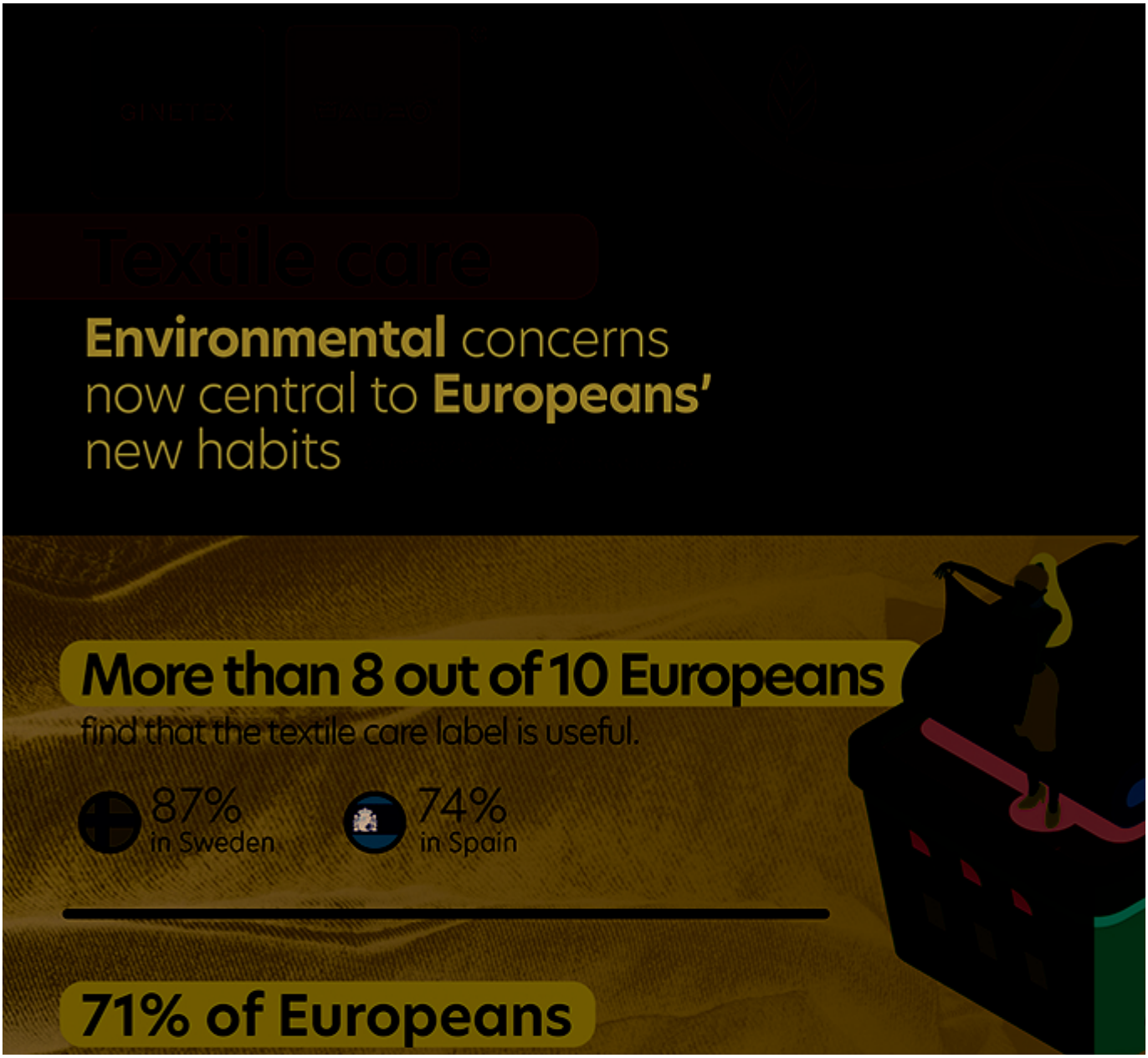
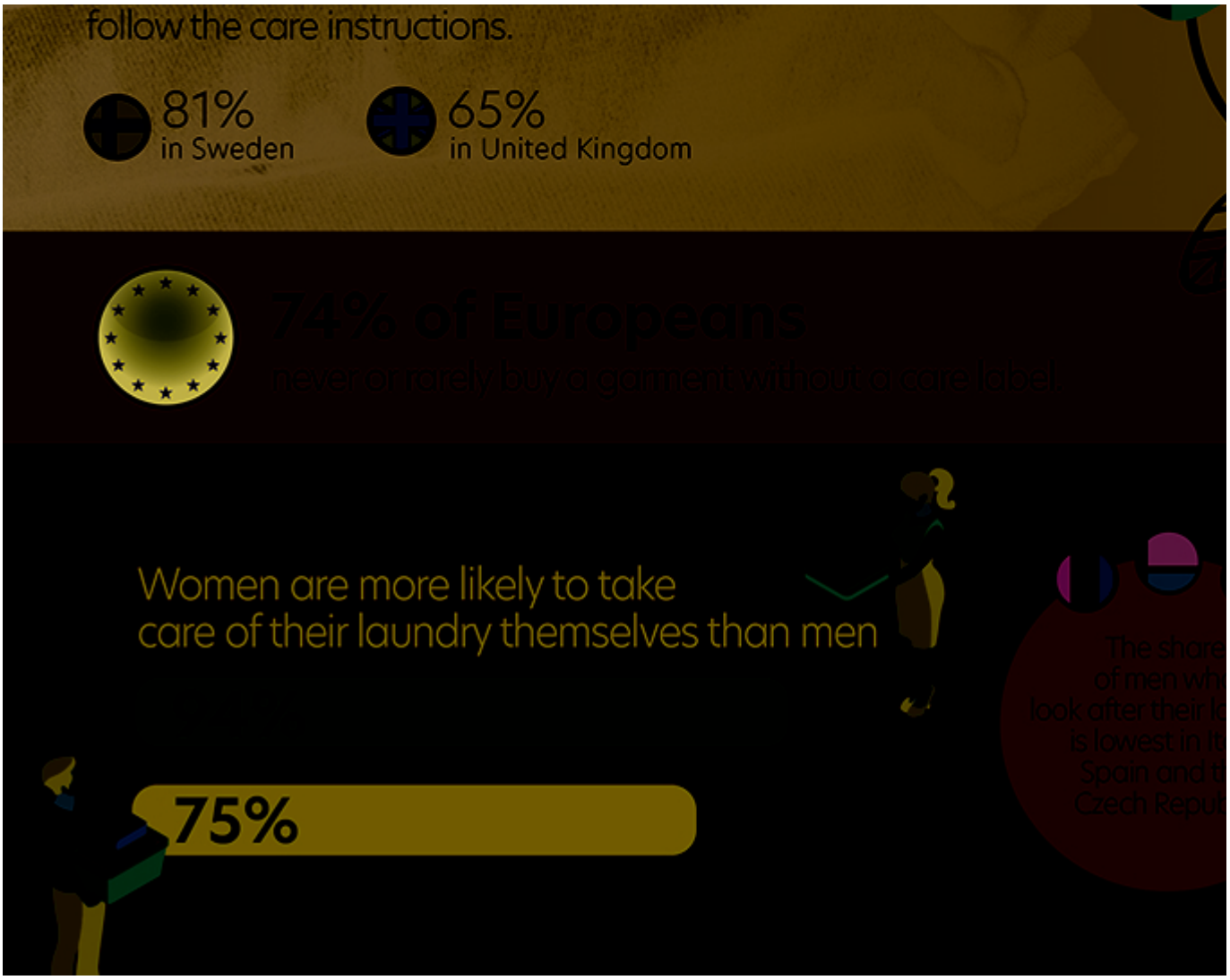
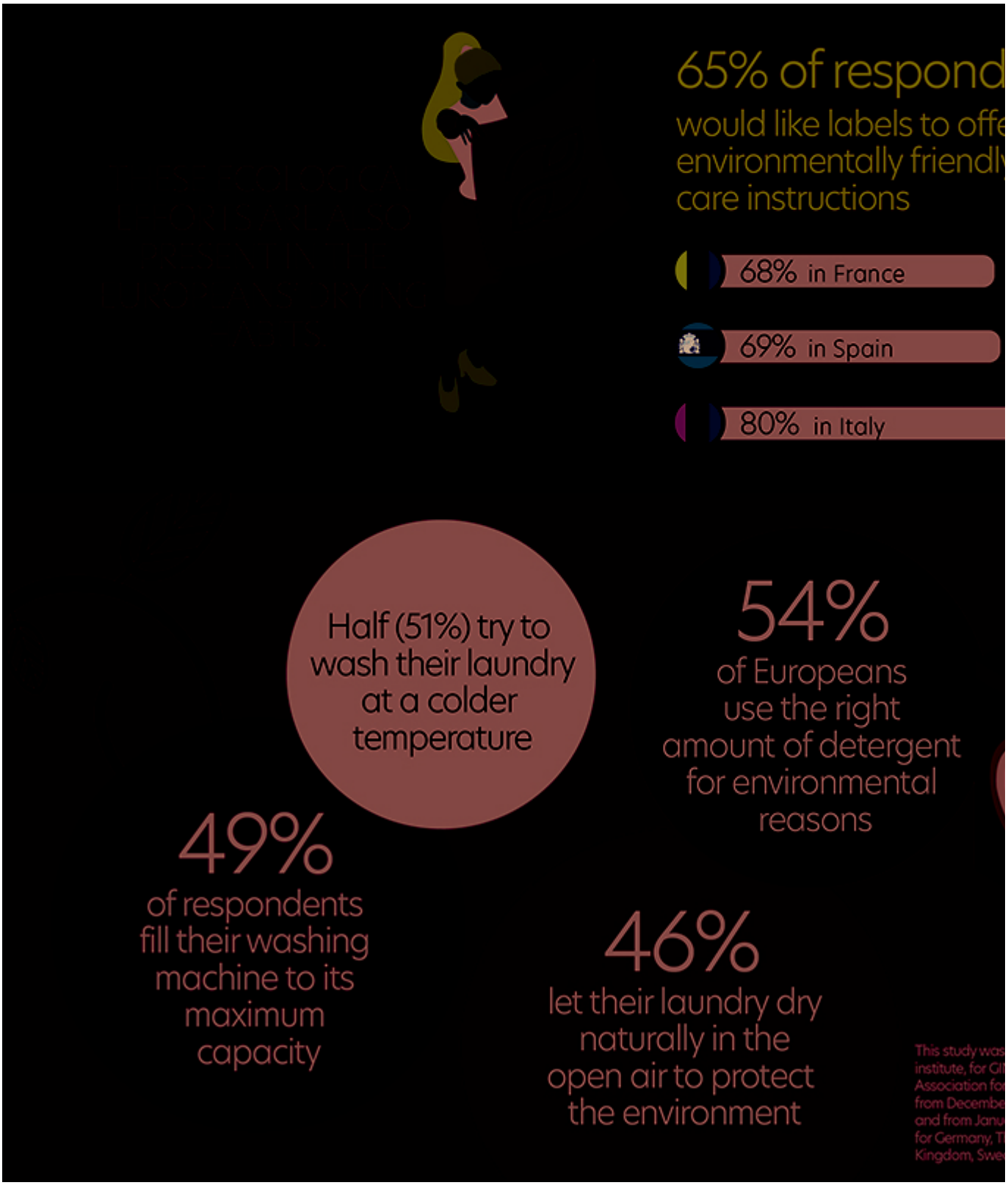




Today, environmental awareness has become widespread and this clearly translates in our barometer's results. I information on ecological textile care, it is because **they are themselves inclined to change their cleaning h more environmentally friendly**.





Study methodology

This study was conducted by the IPSOS institute, for GINETEX, the International Association for Textile Care Lab 000 people aged 18 to 65 in each of the 7 countries (i.e. a total of 7 000 people): France, Germany, The Czech F Kingdom, Sweden, Italy and Spain. This study was conducted online from December 18 to 21, 2020 for France a February 15, 2021 for Germany, The Czech Republic, United Kingdom, Sweden, Italy and Spain.