



*Press release
Paris, 19 June 2026*

Textile care in Europe: Nearly 90% of consumers see brands as guarantors of the durability of their clothes

GINETEX has unveiled the results of an exclusive European study conducted by Ipsos bva across nine countries, focusing on perceptions of the role of brands in textile care.

- **87%** of Europeans feel well-informed about how to care for their clothes.
- **For 91 %** of them, good care advice has an impact on the lifespan of their clothes.
- **Nearly 90%** believe that brands should give them advice on how to care for their clothes.
- **60%** of European consumers have already stopped buying a brand following a bad experience related to care.
- **78%** of consumers would like to receive more advice in-store and 71% after purchasing clothing.
- Throughout the customer journey, the **care label remains the primary source of information** for more than half of Europeans.

European consumers are well-informed, but are always seeking more information



The study's findings reveal that **87% of Europeans feel well-informed about how to care for their clothes.**

However, the study highlights differences in perception between countries. Northern European countries demonstrate a particularly high level of awareness, such as the United Kingdom (90%), the Netherlands (90%) and Italy (92%). Conversely, Spanish (77%) and French (84%) consumers are more cautious about their levels of knowledge.

Across Europe, **68% of consumers read the care instructions at the time of purchase**. This habit is particularly ingrained in Southern Europe: 83% of Italians and 78% of Spaniards consult this information beforehand, compared with just 57% of Dutch consumers.

Throughout the customer journey, **the label remains the primary source of information** for more than half of Europeans, a trend that is even more pronounced in the Netherlands (62%) and Sweden (57%).

Sustainability and customer loyalty: a major commercial challenge for brands

Respondents agree on the link between care and the durability of clothing: **91% of Europeans** (and as many as 96% in Italy and 93% in Spain and Sweden) believe that **specific advice helps to increase the lifespan of a garment**. Consequently, **nearly 90% of consumers expect brands to fully take on the role of informing their customers**.

The study thus highlights the direct commercial risk for brands that neglect this expectation. **On average, 60% of Europeans say they have stopped buying a brand following a negative experience related to care** (damaged garment, discolouration, loss of shape, etc.).

Conversely, relevant support from retailers is viewed very positively by Europeans, particularly in Southern and Eastern Europe. Thus, providing clear advice to consumers helps to:

- **Strengthen trust in the brand** for 95% of Italians, 92% of Spaniards and 89% of Czechs (European average: 86%).
- **Improve the brand image** for 94% of Italians and 93% of Spaniards (average: 85%).
- **Increase purchasing intent** among 91% of Italians and 89% of Spaniards (average: 81%).

Expectations in-store: a need for practical and targeted advice

Although most Europeans believe that brands provide sufficient information, the demand for assistance at the point of sale remains high: **78% of shoppers want more advice in-store**. In detail, it is Italians (91%), followed by Spaniards (88%) and Czechs (88%), who have the highest expectations.

European consumers want information tailored to their purchases, particularly when it comes to delicate and premium clothing. The most frequently requested topics are:

- Washing instructions (74%)
- Stain removal (57%)
- Drying (44%) and tips for extending the garment's lifespan (42%)

The digital age: QR codes for complementary post-purchase information

Retailers must also continue supporting their customers once they return home. 71% of Europeans (and up to 84% in Italy and the Czech Republic) would like to receive advice after their in-store purchase.

To access more detailed care instructions after purchase (e.g. information on detergents, etc.), European consumers prefer a QR code printed directly on the garment. This communication channel is proving more popular than brand websites and newsletters. 65% of Germans, 62% of Dutch people and 60% of Italians say they prefer QR codes as a way to access complementary information about the product in general.

Furthermore, the study's open-ended questions show that consumers also want greater transparency around garment composition and specific advice, such as the use of eco-friendly detergents according to the material.

“The results of this European study prove that textile care goes beyond the practical aspect. It is a key driver of engagement for retailers. Spanish and Italian consumers have high expectations of brands. The finding is the same across all the countries studied: better information helps garments last longer and strengthens the relationship with the brand,” says Adam Mansell, President of GINETEX.

*Online survey conducted by Ipsos bva among **9,000 people** aged 18 to 75 in **nine European countries** (samples representative of the populations of each country) - Cze Republic, Denmark, France, Germany, Italy, Netherlands, Spain, Sweden and United Kingdom.*

Data collection dates: May 2025 for France, February 2026 for the other countries.

About GINETEX:

Founded in Paris in 1963, GINETEX (International Association for Textile Care Labelling) is behind an international textile care labelling system designed to inform textile companies and consumers alike about the best ways to care for their textile articles. The care symbols used are equally registered trademarks of GINETEX and COFREET. The group promotes these symbols and coordinates its technical content, which is essential for the definition and application of the care labelling code, at international level. Today, GINETEX has 20 member countries.

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