



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

SUSTAINABILITY

ADDRESSING SUSTAINABILITY

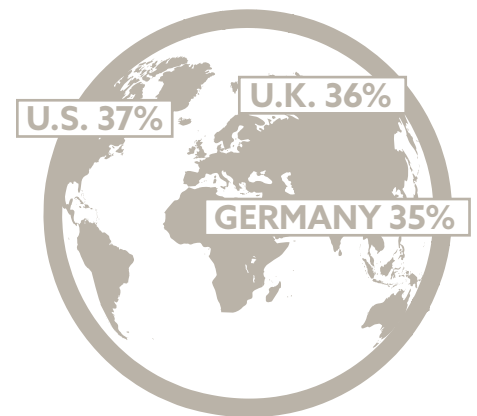
Global consumers are thinking about the environment, as 86% say sustainability concerns are very real and require a change in our behaviors. This translates into action as 8 in 10 consumers report engaging in at least one sustainable practice, such as recycling or avoiding plastics, "all the time." Brands can stand out by connecting with consumers' feeling of responsibility by protecting the environment with natural product offerings.

KEY INSIGHTS

- Consumers regularly engage in sustainable practices that are convenient and well-publicized, including their purchase behavior. Brands who can clearly signal their products' sustainability can connect with consumer desire to act on their concern for the environment.
- Marketers may promote cotton products in line with consumer motivations to protect future generations, act responsibly, and lead a balanced lifestyle.
- Consumers recognize fabric as a component of clothing sustainability, perceiving natural fibers such as cotton and wool as safer for the environment than manmade fibers.

IMPACT OF SUSTAINABILITY

Percent saying environmental concerns play a strong role in daily life choices.



COMMON SUSTAINABLE ACTIONS

Percent who do this regularly.

87%



Recycle
Cans,
Bottles,
Paper

84%



Purchase
Energy
Efficient
Appliances

85%



Reduce
Waste

83%



Limit
Water
Usage

79%



Avoid
Using
Plastics

MOTIVATION FOR SUSTAINABLE ACTIONS



To protect the
world for future
generations



I feel
responsible
for the planet



To live a more
balanced/healthier
lifestyle



With noticeable signaling and frequent opportunities to practice sustainability, consumers are most likely to consider the environment when purchasing food and household appliances. Clothing and home textiles, however, are not far behind, with two-thirds of consumers saying that sustainability has a moderate or great deal of influence on their purchases of these products. Brands can signal the sustainability of their clothing using terms consumers consider related, such as "environmental-friendliness" and "natural," and by using fibers perceived as safe for the environment, such as cotton.*

INFLUENCE OF SUSTAINABILITY ON PURCHASES

Percent who say sustainability has a moderate or great deal of influence on purchases.



76%
FOOD



75%
HOUSEHOLD
APPLIANCES



66%
CLOTHING



64%
AUTOMOBILES

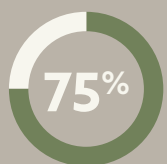


63%
HOME
TEXTILES

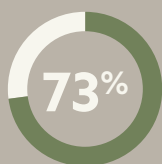


57%
BABY CARE
PRODUCTS

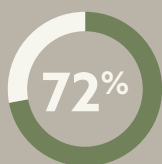
Terms to Describe Sustainable Clothing



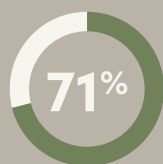
Sustainable



Eco-Friendly



Environmentally
Friendly



Natural



Biodegradable

73%

say fabric is very
important in
determining the
sustainability of
clothing.

FIBER SUSTAINABILITY

Percent of consumers who say fiber is safe for the environment.

88% Cotton

83% Wool

44% Rayon/Viscose

42% Lycra/Spandex

38% Polyester

38% Nylon



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Learn more about
Sustainable Cotton Innovations at
<http://cottontoday.cottoninc.com>

