



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

SUSTAINABILITY

SUSTAINABLE CLOTHING

Sustainability is important to 8 in 10 consumers when purchasing clothing. While they continue to prioritize traditional purchase drivers such as comfort and quality, sustainability can be a differentiator to set a brand apart from others. With rising awareness of key environmental issues affecting the textile industry, such as microplastics waste, sustainable clothing is more important than ever. Brands can tap into consumer environmental concerns by using natural fibers such as cotton and by communicating their impact on the issues consumers care about.

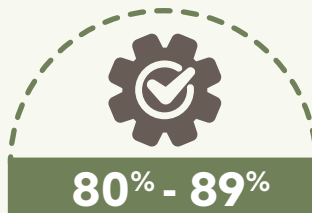
KEY INSIGHTS

- > Brands can market sustainability by connecting its benefits to primary purchase drivers comfort, quality, and durability.
- > Cotton and other natural fibers are consistently understood to be more sustainable than manmade fibers.
- > Brands have an opportunity to build on emerging awareness of microplastic waste in the world's oceans to promote more sustainable fiber options.

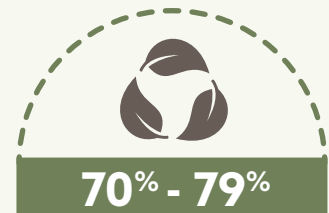
CLOTHING PURCHASE DRIVERS



Comfort, Quality, & Fit



Durability, Price, Clothing Material, Softness, & Style



Sustainability, Color, Performance Features, & Laundering Instructions

IMPORTANCE OF SUSTAINABILITY ON CLOTHING PURCHASES

Percent who say sustainability is an important purchase driver. (+ increase from 2017 research)



WHY IS SUSTAINABILITY IMPORTANT?

Percent who say sustainable clothing is:



59%

Higher Quality



58%

Better For My Health



57%

Better Value For My Money



55%

Functions Better

76%



are likely to look for clothing made from natural fibers

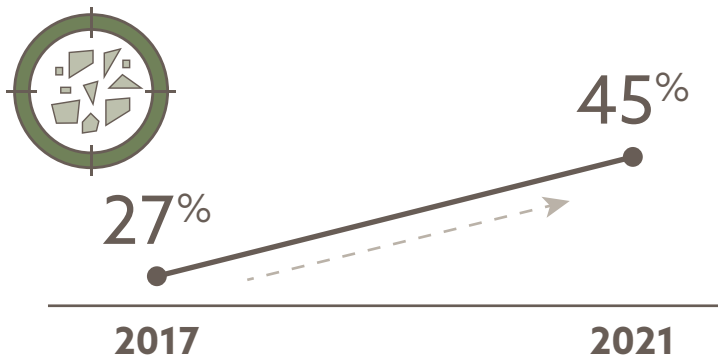


INFO: MARKETINFORMATION@COTTONINC.COM LIFESTYLEMONITOR.COTTONINC.COM
Source: CCI & Cotton Incorporated's 2017 & 2021 Global Sustainability Survey, a survey of 6,000 consumers in the U.S., U.K., Germany, Italy, Mexico, India, and China. Additional Sources: ¹Marine Pollution Bulletin. (2019). Microfibers Generated from the Laundering of Cotton, Rayon and Polyester Based Fabrics and their Aquatic Biodegradation. ²U.N. Environment Programme. (2019). Fashion's tiny hidden secret. ³World Economic Forum, Ellen MacArthur Foundation, and McKinsey & Company. (2016). The new plastics economy: Rethinking the future of plastics.

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Microplastic waste is an issue of critical importance to the textile industry. When clothing and other textiles are washed, they shed microfibers that enter our waterways and, eventually, the world's oceans. When those textiles are made from manmade fibers such as polyester and nylon, they become microplastic waste that infiltrates our oceans. Consumers are taking note of this concern, as awareness of the issue has nearly doubled since 2017. Following research findings on biodegradability, consumers who are aware of microplastic waste are more likely to perceive cotton as safe for the environment, while perceiving polyester as harmful.

AWARENESS OF MICROPLASTIC WASTE

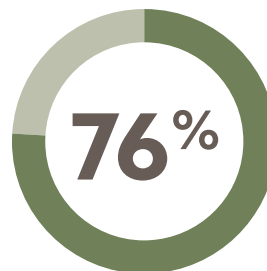
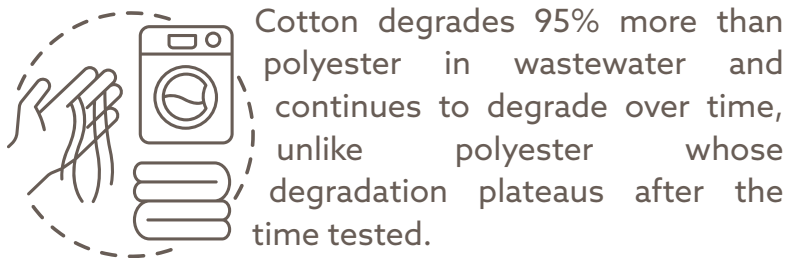


IMPACT OF MICROPLASTIC WASTE³

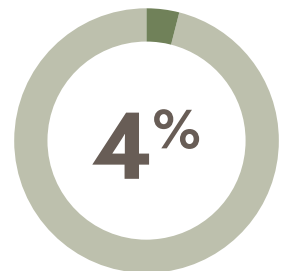
- 1.4 million trillion plastic fibers currently in the world's oceans
- 1/2 million tons of plastic microfibers from laundry yearly
- By 2050, there will be more plastic than fish in the oceans⁴

COTTON AND MICROPLASTICS²

Percent of fibers biodegraded after 243 days in wastewater.



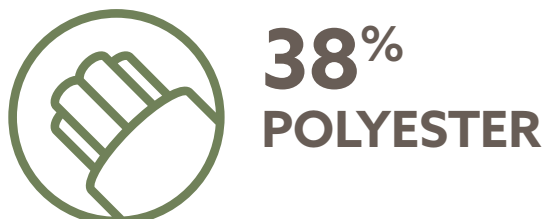
COTTON



POLYESTER

AWARENESS AND PERCEPTION OF FIBER SUSTAINABILITY

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



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

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