

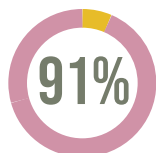


COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

CLOTHING LABEL USAGE



CONSUMERS FIND PHYSICAL LABELS ON CLOTHING HELPFUL



Find clothing labels important sources of information about the clothing they purchase



MOST CONSUMERS PREFER PRINTED LABELS

MOST SHOPPERS WANT DETAILED INFORMATION PRINTED ON THEIR CLOTHING



Most Consumers (76%) Prefer Printed Labels over QR Codes (22%)

50%

Printed directly on clothing

26%

Printed on a label sewn into clothing

12%

QR Code sewn into clothing

10%

QR code printed on clothing

THE INFORMATION ON LABELS IS HELPFUL TO SHOPPERS

% WHO FIND INFORMATION HELPFUL (TOP-3 BOX ON A 6-POINT SCALE)



94%

Garment Size

94%

Garment care descriptions

87%

Laundry Symbols

85%

Fiber Content

76%

Country of Origin

67%

Website, QR code for additional information



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated's 2024 Content Label Consumer Survey, US n=980

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS CLOTHING LABEL USAGE



WHAT CONSUMERS LEARN ABOUT A GARMENT FROM CHECKING ITS FIBER CONTENT



62%

How to
care for/
launder



55%

Its quality



50%

How
comfortable it
is



47%

How
breathable
the fabric is



41%

How long
it will last



40%

Is it natural
or
synthetic/
manmade



38%

Allergy
information/
will it
irritate skin



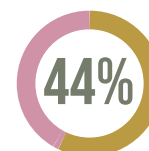
37%

How
warm/cool it
will feel while
wearing it

HOW LIKELY ARE CONSUMERS TO SCAN A QR CODE ON A CLOTHING LABEL CONTAINING TYPICAL INFORMATION (CARE, FIBER CONTENT, ETC.)



Very/Somewhat Likely



Very/Somewhat Unlikely

✓ Why Check? ✓

- 59% Learn how to care for garment
- 57% Curiosity/What information is there
- 47% Size
- 45% Fiber content
- 42% Price
- 41% Easy

✗ Why NOT Check? ✗

- 48% Prefer printed label
- 38% Hassle/too much work
- 22% Don't want tracked/give personal information
- 22% Don't use QR codes

BETWEEN A PRINTED LABEL AND A QR CODE, PRINTED LABELS ARE MORE... % WHO AGREE PRINTED LABELS ARE MORE _____ THAN QR CODES:



76%

Convenient



76%

Easy to use



67%

Informative



50%

Sustainable



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