



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS
CLOTHING LABEL SURVEY
SUMMARY OF RESULTS



58%

say clothing labels are very important sources of information



Consumers find most information on clothing labels to be helpful.

% rate information very helpful (Top 2 box):



83% Garment size



80% Description of garment care



61% Fiber content

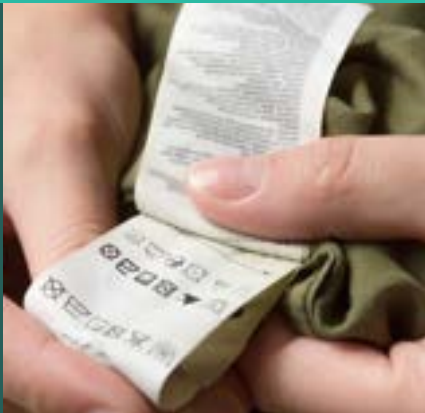


50% Country of origin



7 OUT OF **10**

(72%) agree clothing labels are convenient



VS.



75%

Consumers prefer printed labels (75%) over QR codes (22%) to display clothing information

22%



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Survey conducted July 26, 2023 with N=978 U.S. consumers

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% SAY CHECKING FIBER CONTENT OF CLOTHING TELLS THEM:



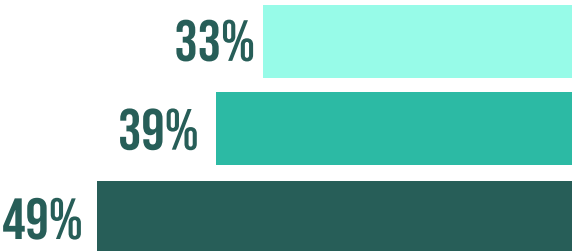
WHILE 66% ARE COMFORTABLE USING QR CODES, SLIGHTLY LESS THAN ONE-THIRD (31%) USE OFTEN



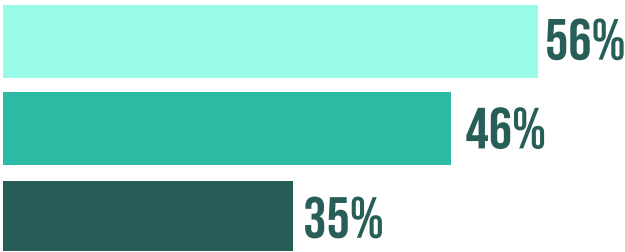
Most common uses of QR Codes?



% would choose to buy a different clothing item if no labels were provided



% likely to have a laundering mishap if no clothing labels were provided



GEN Z MILLENNIALS GEN X

