



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SEAL OF COTTON

HOW U.S. CONSUMERS LOOK AT THE SEAL OF COTTON



18% in 1973 → 78% in 2023



Awareness

More than 3 in 4 consumers are aware of the Seal of Cotton trademark, significantly higher than other fiber-related logos.



Perceptions

Percentage of consumers saying the Seal of Cotton trademark best fits with the following attributes:



Consumers associate the Seal of Cotton trademark most with casual apparel, home textiles, and personal care products:



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2023 Seal of Cotton survey, a survey of 1,500 U.S. consumers conducted January 30-February 14, 2023.
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2023 Cotton Incorporated.



Impact

Percentage of consumers who agree that the Seal of Cotton trademark ...



90% helps identify a product as containing cotton.



82%

makes me feel I can rely on the product/brand with which it is associated.



82% Is a logo I would like to see on more products.



73%

makes my shopping experience easier.

Benefits

The Seal of Cotton trademark has a halo effect for brands.

Percentage of consumers who say a brand using the Seal of Cotton trademark is:



84% Concerned about Quality



80% Authentic



79% Trustworthy



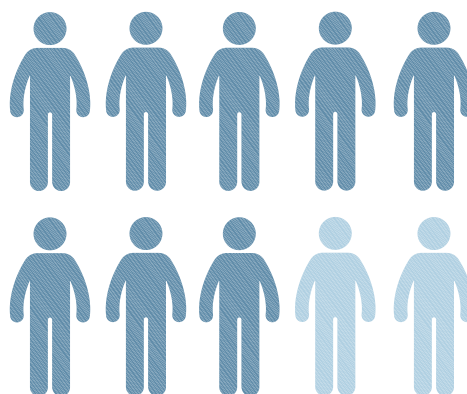
77% Cares about Sustainability



71% Loyalty to brand using this logo



69% Stylish and on-trend



8 out of 10

The Seal of Cotton Trademark Makes me feel more Positive toward a brand using the logo

A Welcome Identifier

Percentage of consumers saying that the Seal of Cotton trademark ...



88%

is a Welcome identifier to the content of a product



87%

Helps me easily understand the fiber ingredients

