

# INSIGHTS

## WHEN DOES SUSTAINABILITY MATTER

Global concern for environmental change is high, with 86% of consumers saying sustainability concerns are very real and require a change in our behaviors. Concern for the environment translates into action as 95% of consumers engage in sustainable practices and purchasing behaviors, such as recycling and seeking out sustainable food, appliances, and clothing. Brands can stand out by connecting with consumers' desire to "do the right thing" through protecting the environment with natural product offerings.



### KEY INSIGHTS

- Consumers regularly engage in sustainable practices that are convenient, including their purchase behavior. Brands who can connect with consumers' interest in natural products can set themselves apart while still meeting traditional purchase drivers.
- Marketers may promote cotton products in line with consumer motivations to "do the right thing" or "live a balanced lifestyle."
- Consumers trust brands to produce sustainable clothing and see natural fibers as the clearest sign of an item's sustainability.

### TOP ENVIRONMENTAL CONCERN (by Country)

#### CLIMATE CHANGE



50% GERMANY  
45% INDIA  
38% U.S.  
36% U.K.

#### AIR POLLUTION

52% CHINA  
49% ITALY



#### WATER SCARCITY



61% MEXICO

### COMMON SUSTAINABLE ACTIONS



86% Recycle cans, bottles, paper, etc.

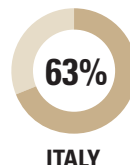
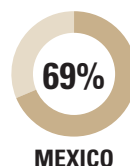
83% Purchase appliances that conserve energy

80% Use refillable water bottle

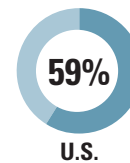
80% Use my own bags while shopping

### MOTIVATION FOR SUSTAINABLE ACTIONS

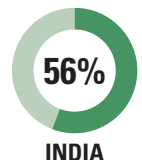
To protect the world for my children/grandchildren/future generations



Simply because it is the right thing to do



To live a more balanced/healthier lifestyle



## WHEN DOES SUSTAINABILITY MATTER

Concern for sustainability influences over three-quarters of consumers when they shop for food and household appliances, and 61 % say it influences their clothing purchases. Consumers connect the ideas of sustainability and naturalness, particularly when it comes to clothing, seeking items made of natural fibers. Brand trust and image influence consumers' sustainable clothing choices and 66 % say they blame manufacturers, brands, or stores when clothing is not sustainably produced.

### WHAT MAKES CLOTHING SUSTAINABLE?

#### TOP ANSWERS



**NATURAL**  
**56%**



**100% COTTON**  
**52%**



**ORGANIC**  
**47%**



**DURABLE OR  
LONG LASTING**  
**45%**



**LESS IRRITATING  
TO SKIN**  
**44%**



**HIGH QUALITY**  
**44%**

#### INFREQUENT ANSWERS

**✗ POOR QUALITY 15%**

**✗ LESS STYLISH 21%**

**✗ HARD TO CARE FOR 22%**

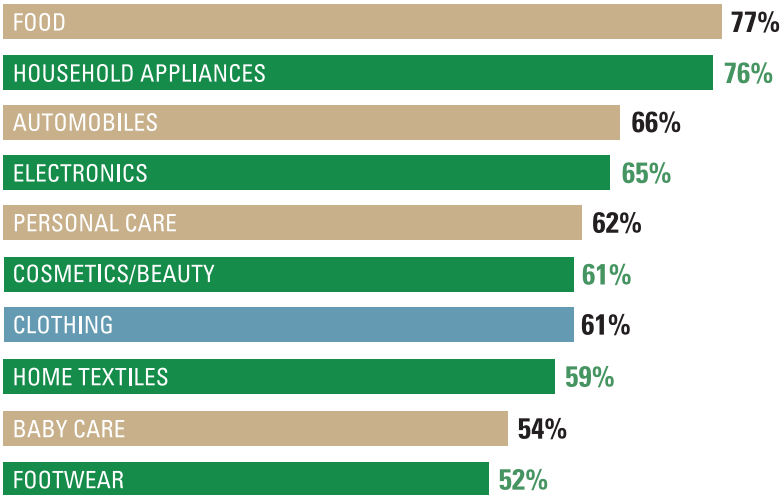


LEARN MORE about Sustainable  
Cotton Innovations at  
<http://cottontoday.cottoninc.com>



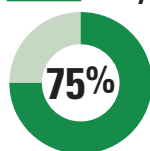
### SUSTAINABLE PURCHASES BY CATEGORY

% saying sustainability influences purchase of products  
in the following categories

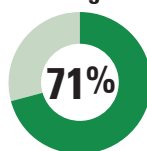


### SUSTAINABLE CLOTHING INFLUENCE

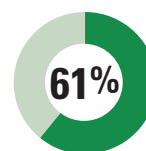
% saying the following factors influence their clothing purchase decisions



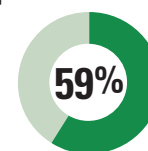
**NATURAL  
FIBERS**



**BRAND  
TRUST**



**SUSTAINABLE  
BRAND**



**MADE IN  
HOME COUNTRY**

### BLAME FOR NON-SUSTAINABLE APPAREL

% holding the following entities responsible for a piece of clothing that  
was produced in a non-environmentally friendly way\*



**MANUFACTURER**  
**36%**



**BRAND**  
**18%**



**MYSELF**  
**14%**



**STORE**  
**11%**

\*excludes U.S. consumers

**Sources:** Cotton Council International & Cotton Incorporated 2017 Global Environment Survey – survey of 7,365 women & men, ages 18-60 in the U.S., U.K., India, China, Mexico, Germany, and Italy who have involvement in clothes shopping. Cotton Council International & Cotton Incorporated 2016 Global Lifestyle Monitor – survey of 6,000 women & men, ages 15-54 in the U.K., India, China, Mexico, Germany, and Italy.



Cotton  
Incorporated

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