



COTTON INCORPORATED'S SUPPLY CHAIN **INSIGHTS**

MICROPLASTIC POLLUTION



Awareness of Microplastic Pollution

33% very aware and know a fair amount

41% somewhat aware but do not know much



42% connect microplastics with clothing (among those aware)

% consider issues to be a major concern

68%

Microplastics getting into the products we eat and drink



67%

Microplastics damaging fish and other marine life



63%

Microplastics polluting beaches



63%

Microplastics impacting human health



Consumers Name Causes of Microplastic Pollution



62% Degradation of larger pieces of plastic, such as water bottles



46% Synthetic microfibers detaching from clothing during washing



38% Microbeads from cosmetic products



26% Synthetic additives in gasoline and motor oil



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

Source: Cotton Incorporated's Microplastic Pollution Survey, 2025. Sample size = 974

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Consumers Understand Role of Natural Fibers

% say fiber DOES NOT contribute to microplastic pollution



63%

COTTON



50%

WOOL



46%

SILK

Marketing Efforts Reach Gen Z

% seen or heard marketing about microplastic pollution



37%

Gen Z



26%

Millennials



17%

Gen X/Boomers

Actions to Reduce Microplastic Pollution

Which actions, if any, do you take to reduce microplastic pollution?



Reduce/eliminate single-use plastics

42%



Purchase clothing/textiles from natural fibers like cotton or wool

38%



Avoid heating/reheating food in plastic containers

34%



Use a reusable cotton tote bag

33%

Common Barriers to Action

Biggest barriers preventing total respondents from taking action to reduce microplastic pollution



Lack of clear information/guidance

34%



Unsure what actions to take

32%



Just don't think about it

25%



Not enough environmentally-friendly options

24%



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