



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

CONSUMER OUTLOOK 2026



NEW YEAR'S RESOLUTIONS:

53%



say they've made a New Year's resolution for 2026

They resolve to improve:



52% Physical health



51% Finances



49% Mental health



46% Physical appearance
(lose weight, dress more fashionably)



Clothing is the most popular item purchased to help consumers with their resolutions.

36%
2025



41%
2026

56%

Sweatpants,
sweatshirts,
or joggers

55%

Activewear

62%
T-shirts



49%

Blouses, polos,
or button-downs

A MORE SUSTAINABLE 2026?

48%

say sustainability is very important for their New Year's resolutions.

Consumers are considering:



37%

Purchasing products that are more durable/longer lasting



36%

Recycling, composting, or repurposing items



34%

Conserving water or energy in their home

Consumers are looking for resources to:



42%

Extend the life of products by learning to repair and repurpose



42%

Make it easier to recycle, compost, or repurpose items



31%

Point to more environmentally-friendly purchases



40%

Help conserve water or energy



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

Cotton Incorporated's 2026 New Year Survey (U.S.), n=891

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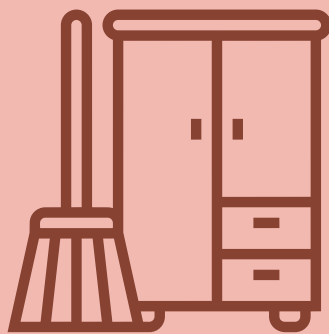


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WARDROBES ARE CHANGING, AND COMFORT IS KEY

55%



say they have or will clean out their closets this time of year.

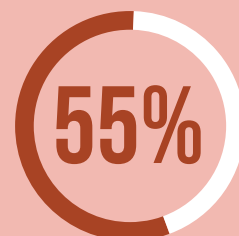


45%

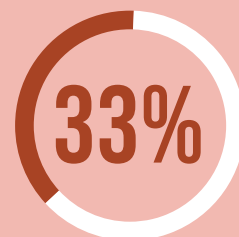
say they'll reconsider their wardrobe this year



Gen Z



Millennials



Gen X & Boomers

Consumers describe their 2026 clothing style:



52%

comfortable

45%

casual

Clothing styles are becoming:

54%

More comfortable



39%

More presentable



35%

Less dressy



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