



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS DURABILITY SURVEY in Germany



GERMANY

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FIVE YEARS

Average years worn before considered worn out or not worn regularly, by garment type:

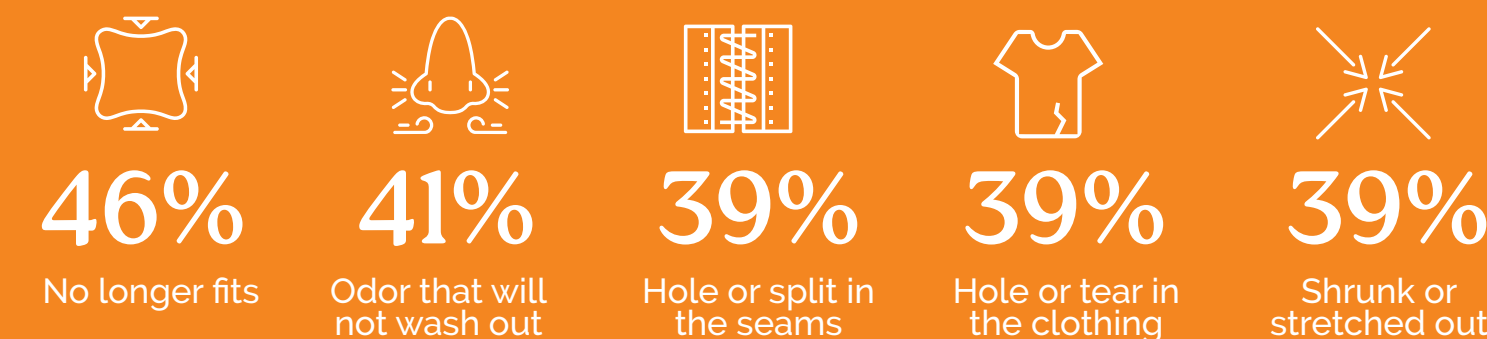


Top activities consumers take to extend the lives of clothing:



FIT, ODORS, AND HOLES MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:



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

CCI & Cotton Incorporated's Global Durability Survey 2025 (Germany), n=1,020

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2026 Cotton Incorporated.



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS DURABILITY SURVEY in Germany



MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

47%	Recycle	20%	Throw away
29%	Donate	18%	Repurpose
21%	Sell	12%	Return
21%	Give to friends/family	11%	Keep



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



81%	Quality of construction
76%	Laundering methods
69%	Fiber content

49%	Brand
48%	Price

88%



of consumers expect cotton clothing to last longer than garments made from polyester, rayon, or other manmade fibers.



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
CCI & Cotton Incorporated's Global Durability Survey 2025 (Germany), n=1,020

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2026 Cotton Incorporated.