



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



CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST 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:



HOLES, POOR FIT, ODORS, AND THREADBARE FABRIC MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:





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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

56%	Throw away	9%	Repurpose
18%	Sell	8%	Give to friends/family
15%	Keep	7%	Return
12%	Recycle	6%	Donate



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



57%	Quality of construction
55%	Laundering methods
51%	Fiber content

37%	Price
30%	Origin

63%



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 (Japan), n=1,020

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