



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



MEXICO

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF JUST OVER THREE 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, ROUGH FABRIC, AND STAINS 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 (Mexico), n=1,020

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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

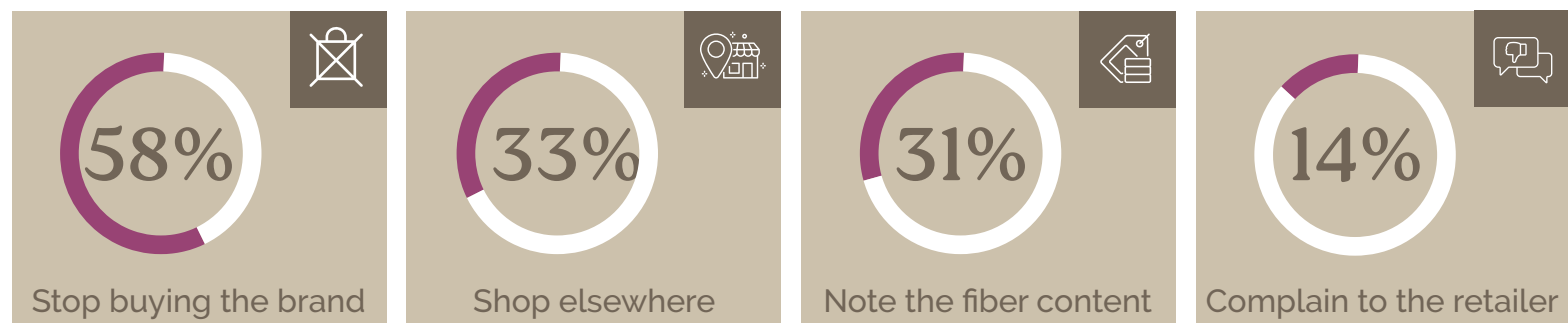
What consumers do with clothing they no longer wear:

36%	Give to friends/family	19%	Sell
35%	Donate	18%	Recycle
23%	Throw away	12%	Keep
23%	Repurpose	6%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



77%	Quality of construction
75%	Laundering methods
72%	Fiber content

54%	Brand
45%	Price

90%



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



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