



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS DURABILITY SURVEY in the U.K.



U.K.

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FOUR YEARS

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

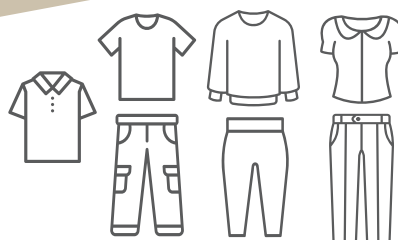


3.5 TO 4 YEARS

Athletic bottoms, Athletic shirts, Underwear, Casual shorts

Casual shirts, T-shirts, Sweatshirts/sweaters, Dress shirts, Casual pants, Sweatpants/leggings, Dress pants

4 TO 4.5 YEARS

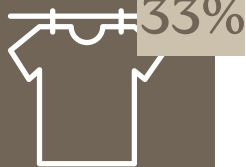


4.5 TO 5 YEARS



Dresses, Denim jeans, Skirts

Top activities consumers take to extend the lives of clothing:



33%

Hang dry



32%

Wear less



32%

Wash delicate



31%

Wash less



30%

Stain treat

FIT, ODORS, STAINS, AND HOLES MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:



54%

No longer fits



47%

Odor that will not wash out



44%

Stain that won't wash out



41%

Hole or tear in the clothing



41%

Hole or split in the seams



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
CCI & Cotton Incorporated's Global Durability Survey 2025 (U.K.), n=1,017

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DURABILITY SURVEY

in the U.K.

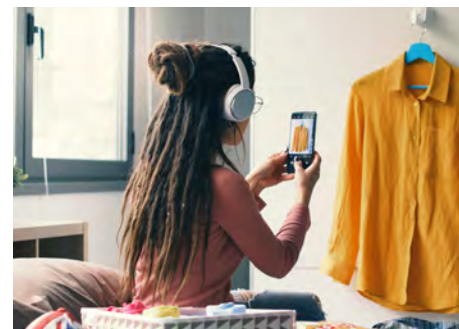


U.K.

MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

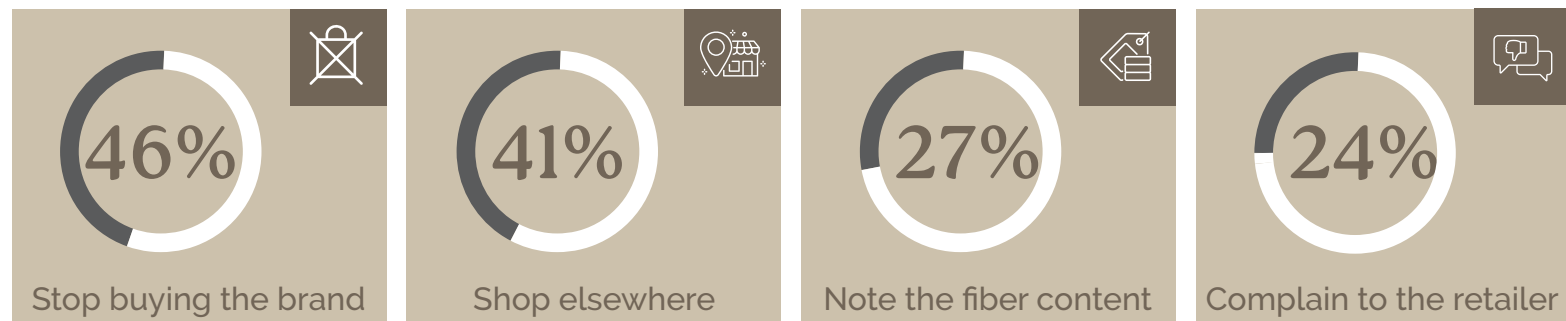
What consumers do with clothing they no longer wear:

43%	Donate	19%	Sell
31%	Recycle	14%	Repurpose
22%	Throw away	13%	Keep
22%	Give to friends/family	10%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



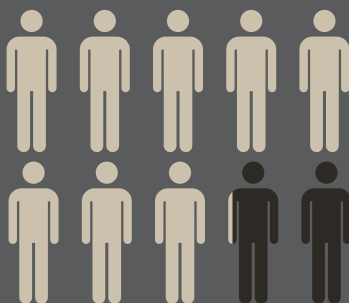
Percent saying factor contributes to clothing longevity:



73%	Quality of construction
65%	Laundering methods
60%	Fiber content

52%	Brand
48%	Price

81%



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



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