



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS DURABILITY SURVEY Global



GLOBAL

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FOUR YEARS

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

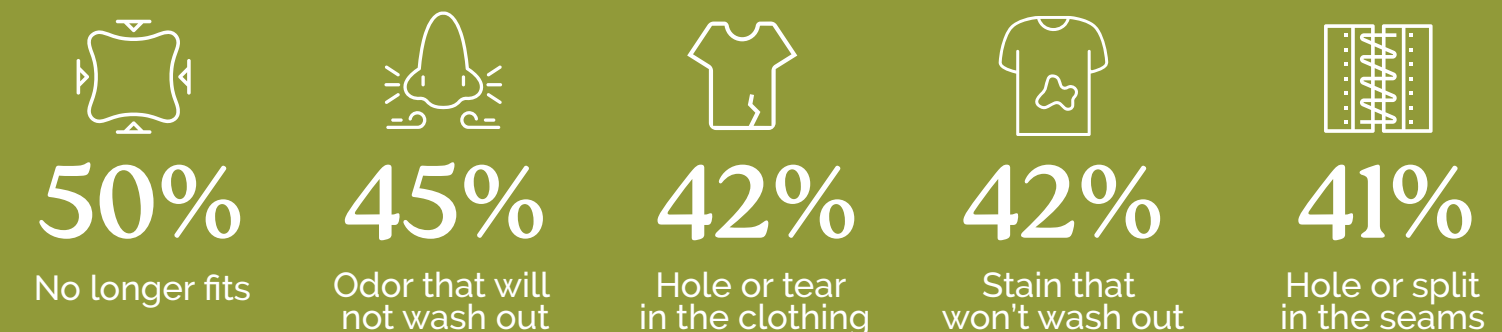


Top activities consumers take to extend the lives of clothing:



FIT, ODORS, HOLES, AND STAINS 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:

31%	Donate	19%	Sell
29%	Recycle	18%	Repurpose
26%	Throw away	15%	Keep
22%	Give to friends/family	11%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



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

54%	Brand
51%	Price

82%



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

