



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



U.S.

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST FIVE YEARS

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

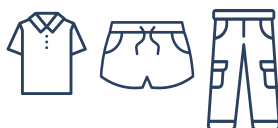


3.5 TO 4 YEARS

Athletic shirts,
Athletic bottoms,
Underwear

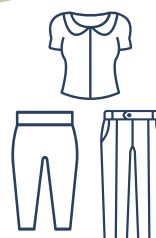
Casual shirts,
Casual shorts,
Casual pants

4 TO 4.5 YEARS

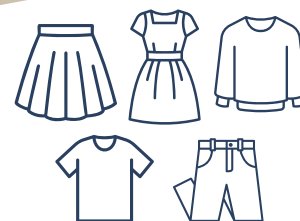


Dress shirts,
Sweatpants/leggings,
Dress pants

4.5 TO 5 YEARS



5 TO 5.5 YEARS



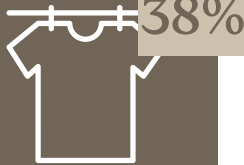
Skirts, Dresses,
Sweatshirts/sweater,
T-shirts, Denim jeans

Top activities consumers take to extend the lives of clothing:



49%

Wash cold



38%

Hang dry



33%

Wash delicate



32%

Stain treat

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

Top reasons why consumers stop wearing clothing:



49%

No longer fits



44%

Odor that will
not wash out



41%

Stain that won't
wash out



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.S.), n=1,017

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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

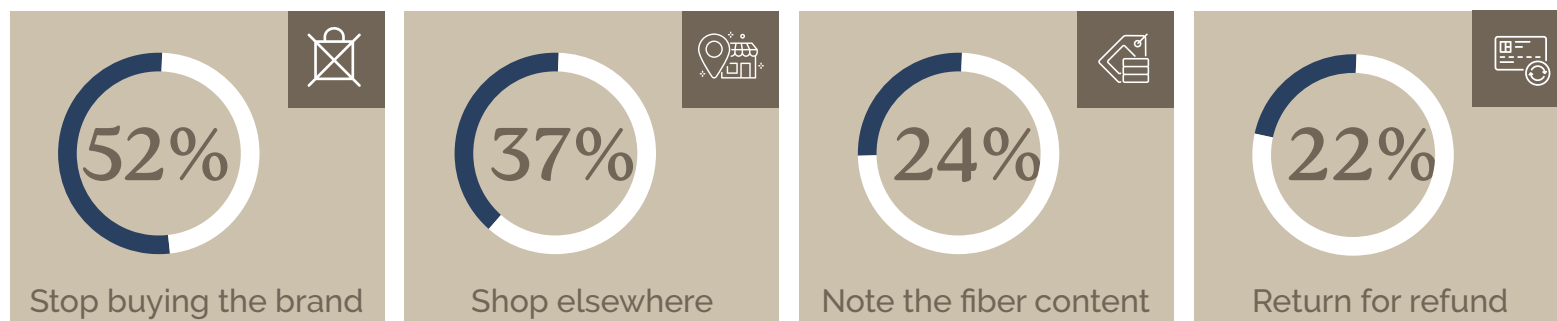
What consumers do with clothing they no longer wear:

46%	Donate	18%	Sell
27%	Recycle	18%	Repurpose
24%	Give to friends/family	16%	Keep
23%	Throw away	13%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



78%	Quality of construction
70%	Laundering methods
68%	Fiber content

59%	Brand
52%	Price

81%



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



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