



THINGS TO KNOW ABOUT...

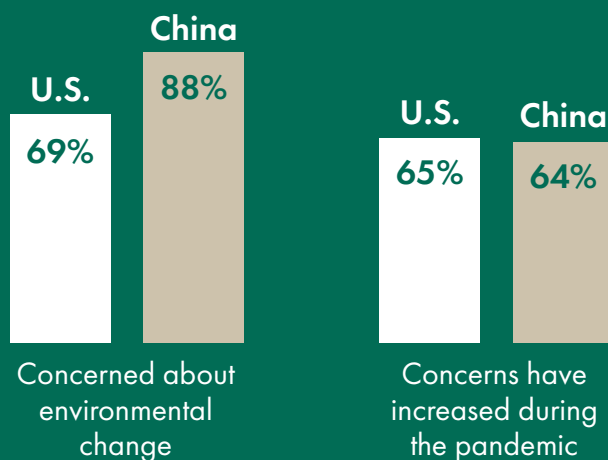
CLOTHING DURABILITY

& What's In Your Closet

In the last 15 years, we've seen trends towards disposability in the fashion industry, disturbing sustainability advocates. Fast fashion brands have grown their market share by 69% since 2010, while overall fabric weights have declined 16% in the past 15 years.^{2,3} These intersecting trends mean clothing can be less durable and worn just a handful of times.

Bucking these trends, we see a growing concern for the environment among consumers and an attendant desire for durable, long-lasting clothing. Consumers are looking for clothing that they can wear and love for years on end, and that clothing is most often made of cotton.

CONCERN FOR ENVIRONMENT HAS GROWN DURING PANDEMIC⁴



85%

of global consumers say durability is an important attribute for their clothing.¹

LONGEVITY EXPECTATIONS

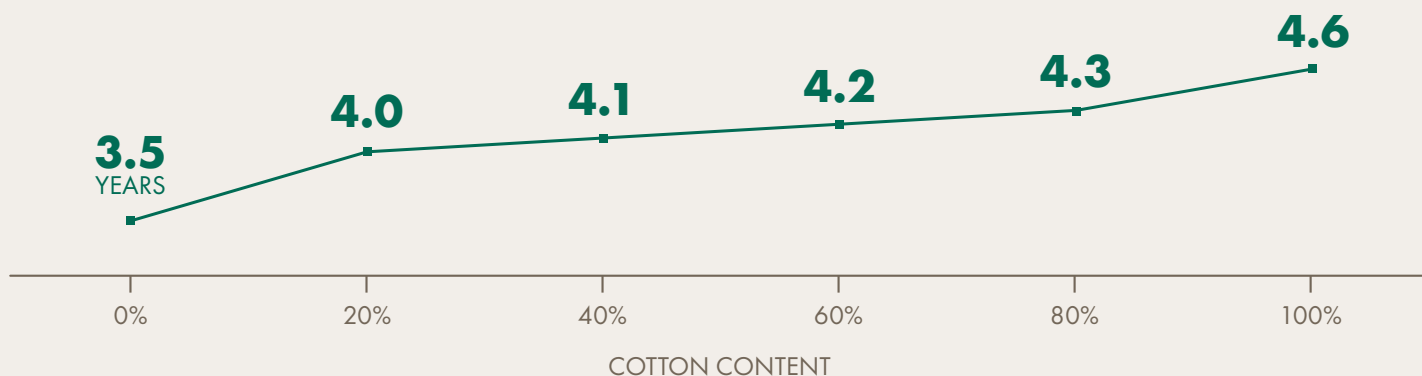


77%

of global consumers expect cotton clothing to last longer than clothing made of manmade fibers.¹

COTTON KEEPS LONGER¹

The higher the cotton content, the longer consumers keep garments in their closets.



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

¹Cotton Incorporated & Cotton Council International 2020 Durability Study. ²2021 Euromonitor International from trade sources/national statistics. ³Trade data from US Census, index derivation by Cotton Incorporated. ⁴2020 Sustainability and E-Commerce Survey. ⁵Cotton Incorporated 2010 Lifestyle Monitor™ consumer survey. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2021 Cotton Incorporated.