

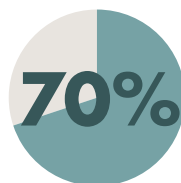


THINGS TO KNOW ABOUT...

GARMENT CARE & LABELS



4 AVERAGE LOADS OF LAUNDRY DONE PER WEEK²



OF CONSUMERS SAY CLOTHING MADE OF **COTTON** IS **EASIER TO WASH**²

15 YEARS OLD

AVERAGE AGE CONSUMERS START DOING THEIR OWN LAUNDRY²



63%

SAY THEY ARE LIKELY TO THROW A GARMENT AWAY AFTER IT WAS DAMAGED IN THE WASH¹



IMPORTANCE OF GARMENT CARE LABELS

79%

OF CONSUMERS WERE TAUGHT TO CHECK THE GARMENT CARE LABEL BEFORE WASHING CLOTHING²

77%

OF CONSUMERS LOOK TO THE GARMENT CARE LABEL TO KNOW HOW TO WASH CLOTHING¹

69%

OF CONSUMERS SAY GARMENT CARE INSTRUCTIONS ARE IMPORTANT TO CLOTHING PURCHASE DECISION²

76%

OF CONSUMERS SAY THE GARMENT CARE LABEL IS AN IMPORTANT SOURCE OF INFORMATION¹



IF THERE WERE NO CARE LABEL



68%

OF CONSUMERS EXPECT TO HAVE MORE GARMENTS RUINED IN THE WASH¹

75%

OF CONSUMERS WOULD HOLD THE CLOTHING INDUSTRY RESPONSIBLE¹

65%

OF CONSUMERS BELIEVE THAT CLOTHING WOULD NOT LAST AS LONG IF GARMENT LABELS WERE NO LONGER INCLUDED¹

CONSUMERS ALSO HOLD RESPONSIBLE¹:

18%

GOVERNMENT REGULATORY AGENCIES

14%

APPLIANCE COMPANIES

14%

DETERGENT COMPANIES

12%

FIBER/TEXTILES INDUSTRY



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

¹Cotton Incorporated's Garment Label Consumer Survey, a survey of 1,000 U.S. consumers conducted on July 24, 2020.

²Cotton Incorporated's Laundering and Face Mask Consumer Survey, a survey of 500 U.S. consumers conducted on September 10, 2020. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.