



## THINGS TO KNOW ABOUT...

# CONSUMERS & COTTON

2021 U.S. EDITION

93%

Consumers think **better quality** garments are **made from natural fibers** such as cotton.



74%

Say cotton/cotton blend is their **favorite fiber to wear**.

70%

Would **pay more** for a natural fiber such as cotton.

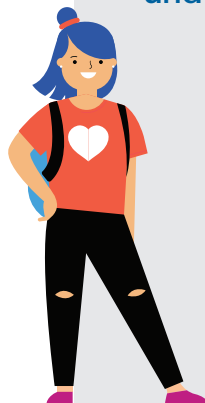
71%

Consumers say clothing made of cotton is **HIGHEST QUALITY** compared to manmade fiber clothing.



81%

of consumers say "U.S. cotton is something to be proud of."



82%

Parents prefer their children dress in clothing **made of cotton**.



9 in 10

Say **comfort is important** to clothing purchase decisions. 84% rate clothing made of cotton as **most comfortable**.



85%

Say cotton is **safe for the environment**, compared to less than half who say rayon/viscose (43%), Lycra®/spandex (41%), or polyester (39%) is safe<sup>2</sup>.



1.5 years

Items made of **100% cotton** are **kept one-and-a-half years longer** than items made with less or no cotton<sup>3</sup>.

61%

Most likely to **pay more** to keep cotton in items used close to their skin, such as **underwear, bed sheets, and t-shirts**.

For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)

Source: Cotton Incorporated 2019-2021 Lifestyle Monitor™ consumer surveys.

Additional Source: <sup>2</sup>Cotton Incorporated & Cotton Council International 2021 Global Sustainability Survey. <sup>3</sup>CCI & Cotton Incorporated's 2020 Global Durability Survey. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2021 Cotton Incorporated.