



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

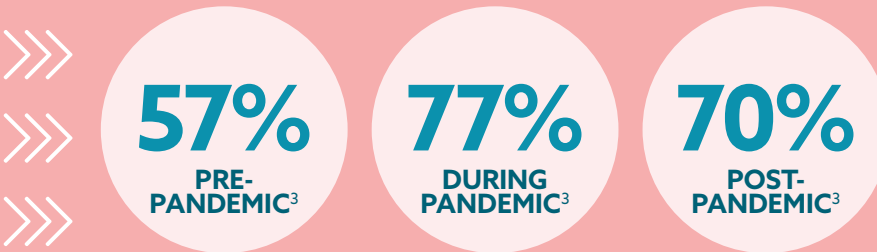
ONLINE SHOPPING & FIBER CONTENT

The COVID-19 pandemic caused a fundamental shift in how consumers shop for clothing and other goods. In February 2020, 12.5% of retail sales were online. By April of the same year, this number had jumped to 18.7% of sales². Throughout the pandemic online sales continued to spike compared to previous years, and Cotton Incorporated consumer research indicates that many of these consumers will continue to shop online even after pandemic fears ease and communities re-open.

With more online shopping, clothing retailers look to maximize their platforms to provide the information consumers want and the easy navigation they need. Fiber content is a key piece of information consumers seek, and by making it readily available, retailers can meet consumer expectations and increase satisfaction.

CONSUMERS ARE SHOPPING ONLINE

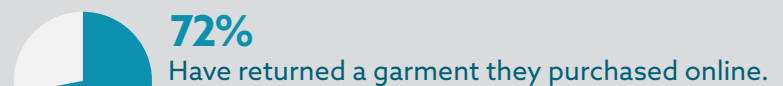
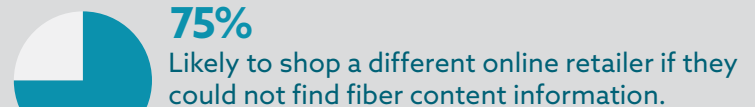
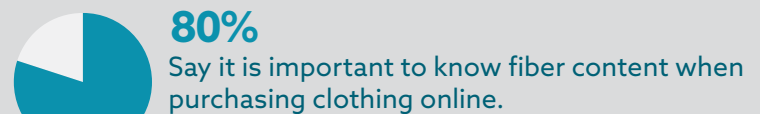
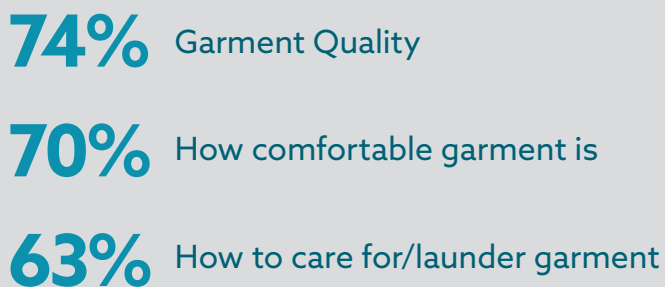
Consumers who shop for some or all clothing online:



FIBER CONTENT IMPORTANT IN-STORE & ONLINE

Half of consumers check labels for fiber content when shopping for clothing in physical stores.

What they learn from fiber content:



Reason for Return: 50% cite the feel of the fabric/fiber content was different than expected.



WHAT RETAILERS CAN DO

What makes a website great for online shopping:

59%
EASY
NAVIGATION



51%
EASY
TO FIND



NAVIGATION TOOLS MOST USED IN CLOTHES SHOPPING

60%
SEARCH BAR



57%
FILTERS



53%
PRODUCT
CATEGORIES



41%

Are likely to use a filter for fiber content if available.

47%

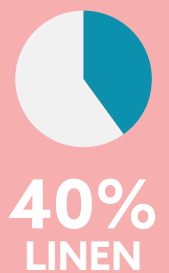
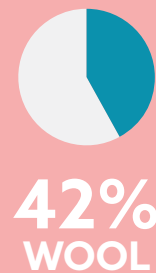
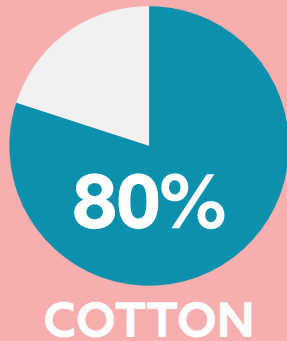
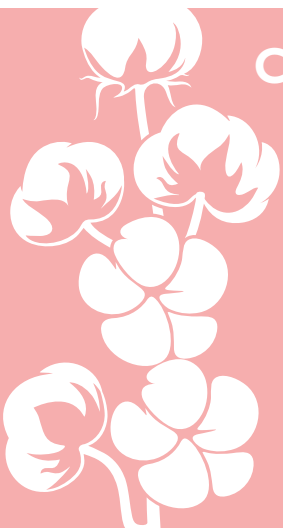
Actively seek out certain fibers/fabrics when shopping for clothing.

57%

Easy ordering & shipping are top factors that make for great online shopping.

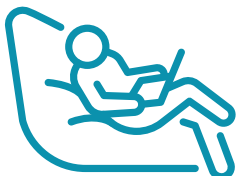
COTTON MOST SOUGHT-AFTER FIBER

Among those who seek out a fiber.



REASONS TO SEEK COTTON

60%
COMFORT



51%
EASY TO
CARE FOR



50%
DURABLE/
LAST LONGER

