



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

ALL ABOUT COTTON

96% Say cotton feels safe

90% Wish cotton were in more products

Describes Products Made with Cotton:

83% Comfortable

76% Functional/ Works well

72% High quality

71% Durable/ Long-lasting

Consumers Choose Cotton & Cotton Blends as:



67% best suited for today's fashions¹



74% favorite fiber to wear¹



Always or Often Seek Cotton in Products:

 **86%** T-shirts

 **82%** Bed Sheets

 **82%** Socks

 **63%** Dress Shirts

 **63%** Children Clothes

Consumer Voices - Reasons to Love Cotton

"That it's soft on anything. And it helps health wise and clothing wise. Heck even when in survival mode it helps."

"It's a long-lasting fabric for clothing, and a really amazing gift of nature."

"Because it doesn't break down like plastic in the washer so it doesn't pollute the waters like a plastic-derived fabric."

"It's soft, it's absorbent, it's useful in a number of ways from art projects to first aid to clothes."

