



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SEAL OF COTTON™

HOW U.S. CONSUMERS LOOK AT THE SEAL OF COTTON™



18% in 1973



78% in 2023



Perceptions

Percentage of consumers saying the Seal of Cotton trademark best fits with the following attributes:

Trusted

81%

80%

Comfort

Plant-Based

88%

Natural

90%

Safe

85%

82%

Sustainable

Softness

87%

80%

Authentic

Consumers associate the Seal of Cotton trademark most with casual apparel, home textiles, and personal care products:





Impact

Percentage of consumers who agree that the Seal of Cotton trademark ...



90% helps identify a product as containing cotton.



82%

makes me feel I can rely on the product/brand with which it is associated.



81% a brand using this logo is trying to help me make an informed purchase decision.



73%

makes my shopping experience easier.

Benefits

The Seal of Cotton trademark has a halo effect for brands.

Percentage of consumers who say a brand using the Seal of Cotton trademark is:



84% Concerned about Quality



80% Authentic



79% Trustworthy



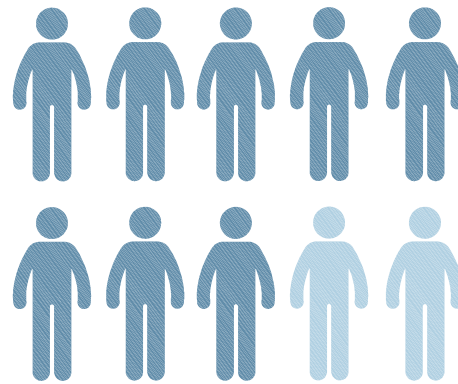
77% Cares about Sustainability



71% Loyalty to brand using this logo



69% Stylish and On-trend



8 out of 10

The Seal of Cotton Trademark makes me feel more positive toward a brand using the logo

A Welcome Identifier

Percentage of consumers saying that the Seal of Cotton trademark ...

88%

is a welcome identifier to the content of a product



87%

helps me easily understand the fiber ingredients

