



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SIZING UP CONSUMER PREFERENCES

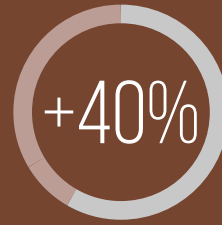


## PLUS SIZE APPAREL FORECASTS HIGHER GROWTH

2023 market value and projected 5-year growth, 2023-2028



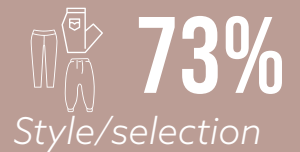
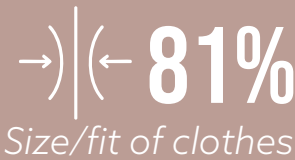
\$1.43 TRILLION ALL APPAREL<sup>1</sup>



\$237 BILLION PLUS SIZE APPAREL<sup>2</sup>

## SIZING IS A PRIORITY FOR ALL

% important when deciding where to shop for clothes



## SIZING IMPACTS SHOPPING EXPERIENCE

% consumers who dislike clothes shopping



**IN-PERSON**



**27% PLUS SIZE**



**20% STANDARD SIZE**



**ONLINE**



**30% PLUS SIZE**



**23% STANDARD SIZE**



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)  
Cotton Incorporated's 2024 Sizing Survey, a survey of N=973 U.S. consumers on March 20-21, 2024  
Sources: <sup>1</sup>Euromonitor International, <sup>2</sup>Plus Size Clothing Market<sup>TM</sup> Future Market Insights 2024

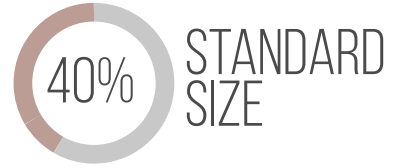
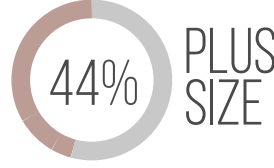
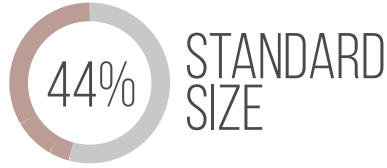
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2024 Cotton Incorporated.

## DIFFICULTY WITH FIT IS COMMON

% consumers report at least one area of poor fit

**45% SHIRTS**

**41% PANTS**



### AREAS OF POOR FIT

### AREAS OF POOR FIT



## PLUS SIZE CLOTHING PREFERENCES:

### STRONGER PREFERENCE FOR COTTON

% prefer clothing made of cotton or cotton blends



**80% PLUS SIZE**



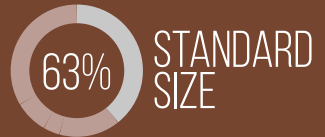
**69% STANDARD SIZE**

### GREATER INTEREST IN PERFORMANCE

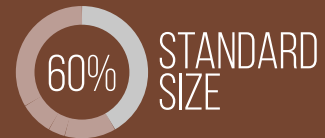
% likely to look for clothing with...



### STRETCH



### BREATHABILITY



### CHAFE RESISTANCE

