



THE CIRCULARITY OF DENIM STARTS WITH COTTON

Most consumers seek out key features such as **durability, quality, versatility and comfort** above all else when they are buying new jeans. That's why **85%** of U.S. consumers say they **love or enjoy wearing denim jeans**.²

CHECK THE LABEL...



80% U.S. consumers prefer their denim to be made from **cotton or cotton blends**.²

Other natural fibers - **11%**
Manmade fibers - **9%**

60% of consumers in the U.S. say that they look at the **fiber content on clothing labels** for information **about the sustainability** of the clothing item.³



AFFORDABLE. DURABLE. EVERGREEN.

On average, consumers **keep** **8** years with an **average of 3** wears per week.¹



\$47 is the **average amount** U.S. consumers **spent** on a pair of jeans.¹

Cost per wear:

1 pair is about **4 cents** per wear

4 pairs is about **15 cents** per wear (worn regularly)



RECYCLE. REUSE. REPURPOSE.

When your jeans are **no longer wearable**, what do you typically do with them?¹

60% **Donate them** to charity or a thrift store.

13% **Repurpose them** into something else. (e.g., shorts, patches, crafts)

11% **Use them** as rags or cleaning cloths.



10% **Recycle them** through a textile recycling program.

4% **Compost them** if they are 100% natural.



Since 2006, Cotton Incorporated's **Blue Jeans Go Green™** program has collected denim (made from cotton) so that it can be **recycled back to its original fiber state and transformed into something new**. Because cotton is a natural, sustainable fiber, your old denim can be kept out of a landfill and given a new life.

CREATED BY NATURE. DRIVEN BY SCIENCE. FASHIONING A SUSTAINABLE FUTURE.

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Sources:

¹ Cotton Incorporated Lifestyle Monitor™ Survey, 2025

² Cotton Incorporated's 2024 Global Denim Survey

³ Cotton Council International and Cotton Incorporated's Sustainability Survey, 2023, U.S.

