



COTTON INCORPORATED'S THINGS TO KNOW ABOUT...

BACK-TO-SCHOOL (BTS) PARENTS



WHERE DO PARENTS PLAN TO SHOP FOR NEW CLOTHING?



96% PHYSICAL STORE



73% ONLINE

80% Mass merchants

61% Off-price stores

80% Amazon

71% Online platforms of brick & mortar stores

37% SHOPPING SECOND-HAND CLOTHING

CLOTHING PURCHASE DRIVERS:

WHAT PARENTS LOOK FOR:



comfort



quality



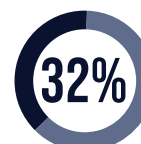
durability

HOW MUCH INFLUENCE DO STUDENTS HAVE ON BTS SHOPPING?

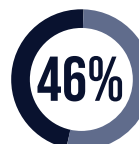
ALLOW A LOT OF INFLUENCE ON WHERE TO SHOP, BY AGE OF CHILDREN



3-5
years old



6-9
years old



10-14
years old



15+
years old

WHAT THEIR STUDENTS WANT TO WEAR

PREFERRED TOPS:



46% T-Shirts



17% Sweatshirts or hoodies

PREFERRED BOTTOMS:



33% Leggings, sweatpants, or joggers



33% Denim jeans

WHAT DO PARENTS WANT CLOTHING TO BE MADE FROM?

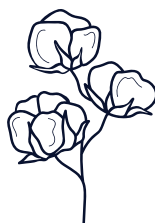
PREFER COTTON IN



76% T-Shirts

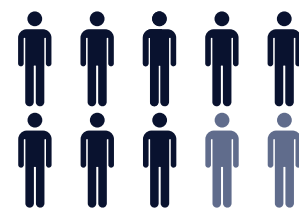


73% Sweatshirts or hoodies



8 OUT OF 10

Prefer cotton because it is comfortable



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Source: Cotton Incorporated's 2025 Back-to-School Supplemental Survey, a survey of n=498 parents and n=513 students who are planning to shop for back-to-school clothes.
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COTTON INCORPORATED'S THINGS TO KNOW ABOUT... **BACK-TO-SCHOOL (BTS)** STUDENTS



WHERE DO STUDENTS 13+ PLAN TO SHOP FOR NEW CLOTHING?



90%

PHYSICAL
STORE



72%

ONLINE

64% Off-price stores

59% Mass merchants

75% Amazon

61% Online platforms of brick & mortar stores

44% SHOPPING SECOND-HAND CLOTHING

WHAT STUDENTS 13+ WANT TO WEAR

PREFERRED TOPS:



35%

T-Shirts



34%

Sweatshirts or hoodies

PREFERRED BOTTOMS:



37%

Leggings, sweatpants,
or joggers



32%

Denim jeans

WHAT DO STUDENTS WANT CLOTHING TO BE MADE FROM?

PREFER COTTON IN



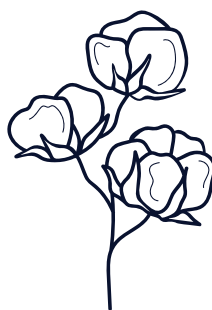
66%

T-Shirts

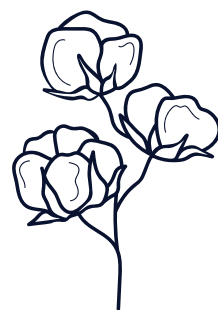


64%

Sweatshirts or hoodies



82%



Prefer cotton because it is comfortable

CLOTHING PURCHASE DRIVERS:



Comfort



Quality



Trendy Styles



Durability



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