



COTTON INCORPORATED'S SUPPLY CHAIN **INSIGHTS**

# MICROPLASTIC POLLUTION



## Awareness of Microplastic Pollution

**33%** very aware and know a fair amount

**41%** somewhat aware but do not know much



**42%** connect microplastics with clothing (among those aware)

## % consider issues to be a major concern

**68%**

Microplastics getting into the products we eat and drink



**67%**

Microplastics damaging fish and other marine life



**63%**

Microplastics polluting beaches



**63%**

Microplastics impacting human health



## Consumers Name Causes of Microplastic Pollution



**62%** Degradation of larger pieces of plastic, such as water bottles



**46%** Synthetic microfibers detaching from clothing during washing



**38%** Microbeads from cosmetic products



**26%** Synthetic additives in gasoline and motor oil



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)

Source: Cotton Incorporated's Microplastic Pollution Survey, 2025. Sample size = 974

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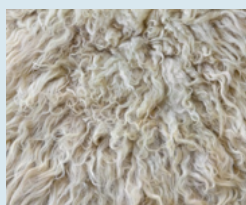
## Consumers Understand Role of Natural Fibers

% say fiber DOES NOT contribute to microplastic pollution



63%

COTTON



50%

WOOL



46%

SILK

## Marketing Efforts Reach Gen Z

% seen or heard marketing about microplastic pollution



37%

Gen Z



26%

Millennials



17%

Gen X/Boomers

## Actions to Reduce Microplastic Pollution

Which actions, if any, do you take to reduce microplastic pollution?



Reduce/eliminate single-use plastics

42%



Purchase clothing/textiles from natural fibers like cotton or wool

38%



Avoid heating/reheating food in plastic containers

34%



Use a reusable cotton tote bag

33%

## Common Barriers to Action

Biggest barriers preventing total respondents from taking action to reduce microplastic pollution



Lack of clear information/guidance

34%



Unsure what actions to take

32%



Just don't think about it

25%



Not enough environmentally-friendly options

24%



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