



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

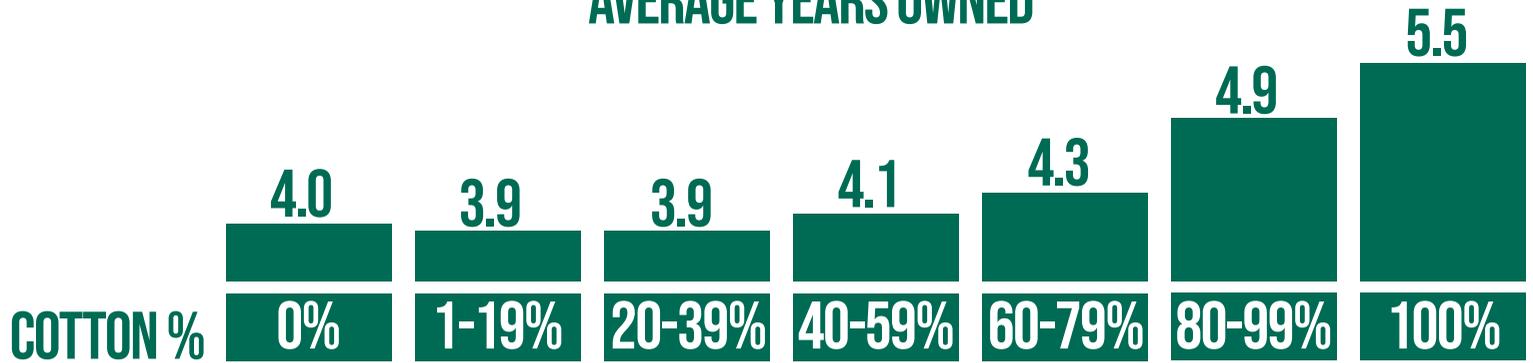
GLOBAL DURABILITY SURVEY



COTTON KEEPS LONGER

The higher the cotton content, the longer consumers keep garments in their closets.

AVERAGE YEARS OWNED



SHOPPERS OF ALL AGES WANT CLOTHES THAT LAST

Percent agree that it's important for clothing to last a long time:



CONSUMERS GET MORE WEAR OUT OF COTTON CLOTHING

Percentage of garments worn weekly, monthly, or less often

Weekly Monthly Less Often



Less than 60% cotton

