



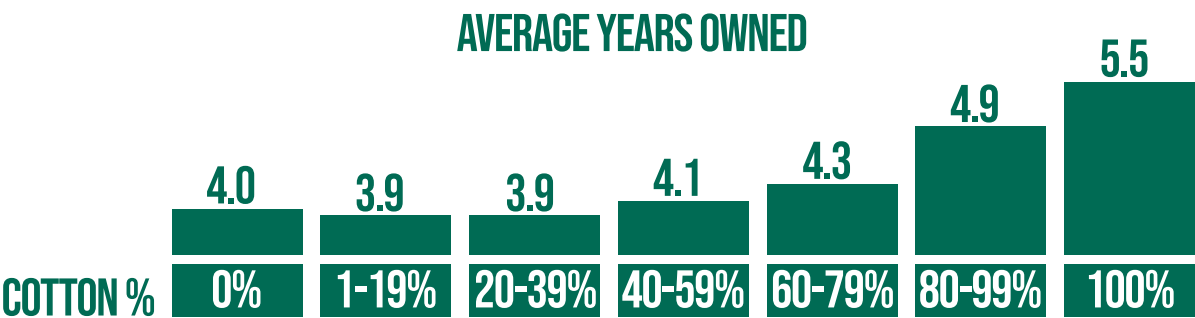
COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

# GLOBAL DURABILITY SURVEY



## COTTON KEEPS LONGER

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



## 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

