



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

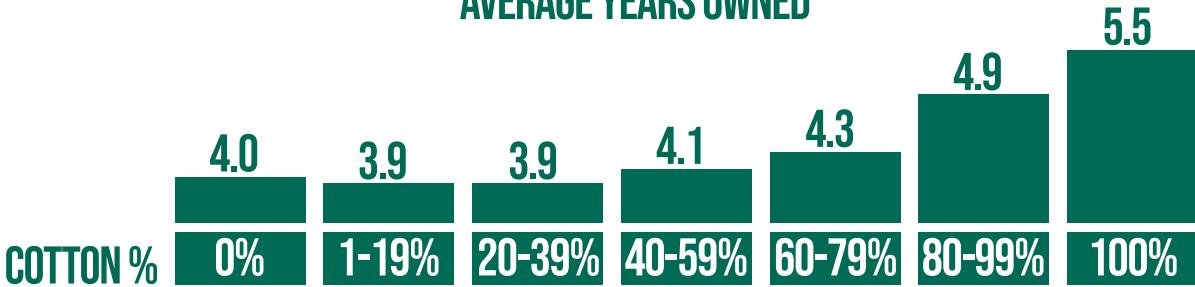
GLOBAL DURABILITY SURVEY



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:



GEN Z



MILLENNIALS



GEN X & BOOMERS

CONSUMERS GET MORE WEAR OUT OF COTTON CLOTHING

Percentage of garments worn weekly, monthly, or less often

■ Weekly ■ Monthly ■ Less Often

52%

30%

18%

Cotton rich (60% cotton or more)

45%

33%

22%

Less than 60% cotton

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

CCI & Cotton Incorporated's 2025 Global Durability Survey (China, France, Germany, India, Italy, Japan, Mexico, U.K., and U.S.), n=9,151

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