



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS DURABILITY SURVEY in Germany



CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FIVE YEARS

Average years worn before considered worn out or not worn regularly, by garment type:

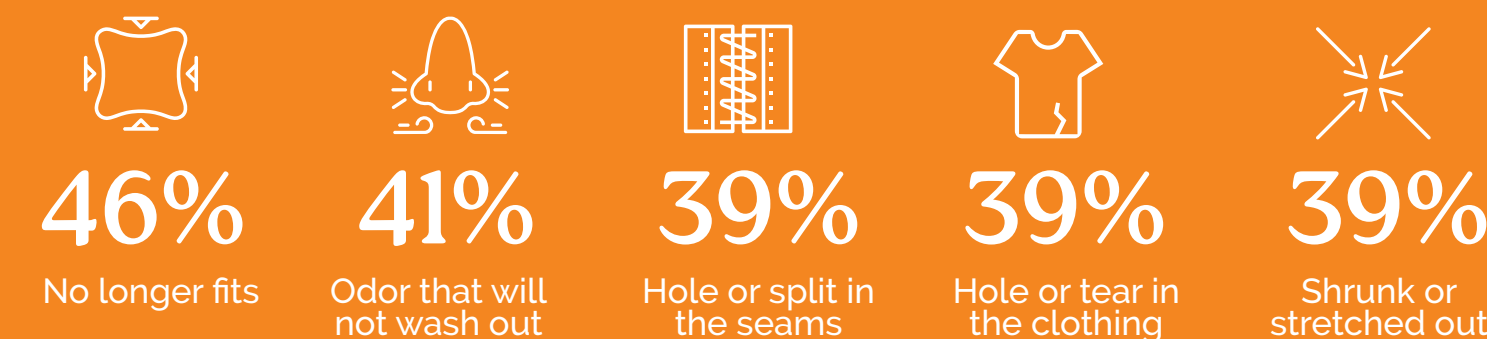


Top activities consumers take to extend the lives of clothing:



FIT, ODORS, AND HOLES MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:



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

CCI & Cotton Incorporated's Global Durability Survey 2025 (Germany), n=1,020

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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

47%	Recycle	20%	Throw away
29%	Donate	18%	Repurpose
21%	Sell	12%	Return
21%	Give to friends/family	11%	Keep



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



81%	Quality of construction
76%	Laundering methods
69%	Fiber content

49%	Brand
48%	Price

88%



of consumers expect cotton clothing to last longer than garments made from polyester, rayon, or other manmade fibers.



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