



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS
DURABILITY SURVEY
 Global



GLOBAL

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FOUR YEARS

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

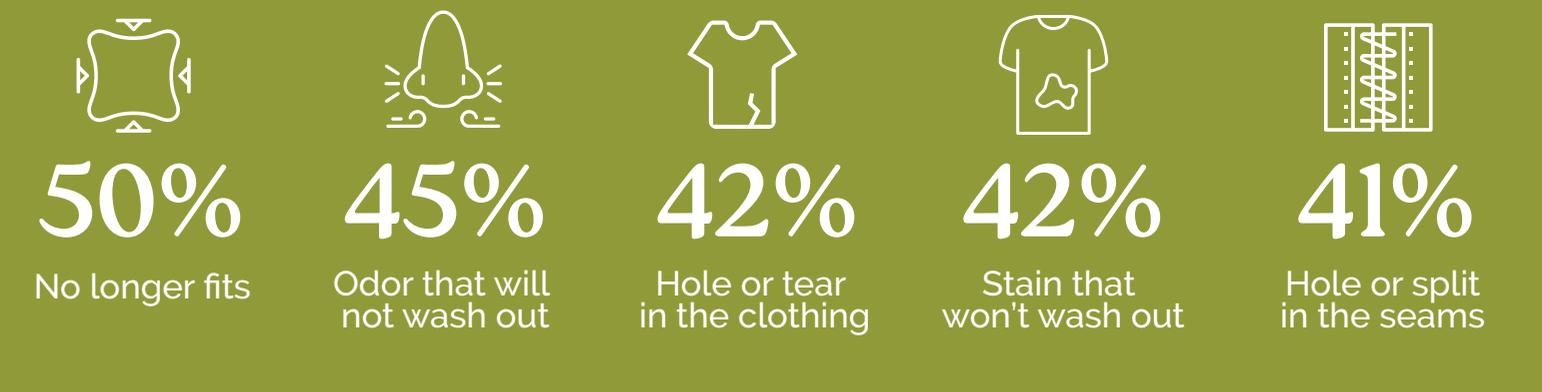


Top activities consumers take to extend the lives of clothing:



FIT, ODORS, HOLES, AND STAINS MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:





COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS
DURABILITY SURVEY
 Global



MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

31%	Donate	19%	Sell
29%	Recycle	18%	Repurpose
26%	Throw away	15%	Keep
22%	Give to friends/family	11%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



76%	Quality of construction	54%	Brand
69%	Laundering methods	51%	Price
69%	Fiber content		

82%



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

