CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST FIVE YEARS

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

3.5 TO 4 YEARS

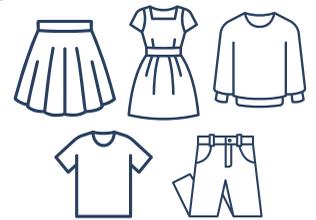Athletic shirts,
Athletic bottoms,
Underwear

Casual shirts,
Casual shorts,
Casual pants

4 TO 4.5 YEARS

Dress shirts,
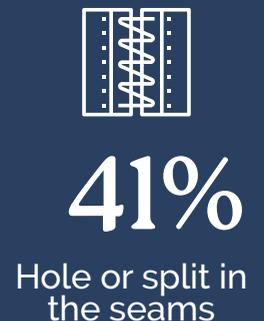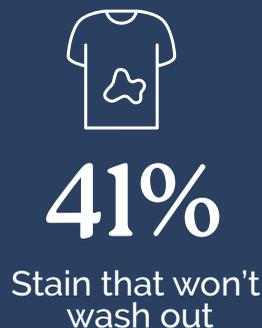Sweatpants/leggings,
Dress pants

4.5 TO 5 YEARS

5 TO 5.5 YEARS

Skirts, Dresses,
Sweatshirts/sweater,
T-shirts, Denim jeans

Top activities consumers take to extend the lives of clothing:

49%	38%	33%	32%
Wash cold	Hang dry	Wash delicate	Stain treat

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

Top reasons why consumers stop wearing clothing:

49%	44%	41%	41%
No longer fits	Odor that will not wash out	Stain that won't wash out	Hole or split in the seams

MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

46%	Donate	**18%**	Sell
27%	Recycle	**18%**	Repurpose
24%	Give to friends/family	**16%**	Keep
23%	Throw away	**13%**	Return

DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:

52% Stop buying the brand

37% Shop elsewhere

24% Note the fiber content

22% Return for refund
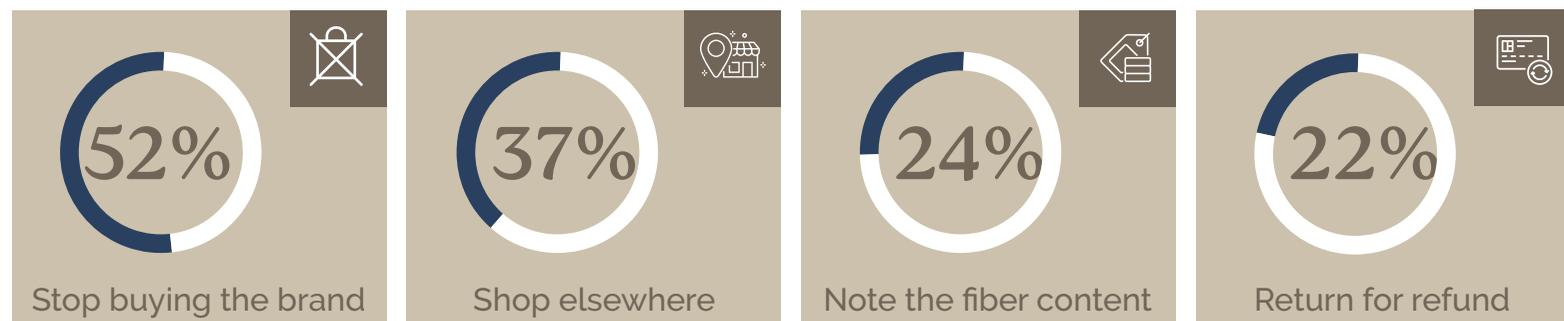
Percent saying factor contributes to clothing longevity:

78%	Quality of construction
70%	Laundering methods
68%	Fiber content

59%	Brand
52%	Price

81%
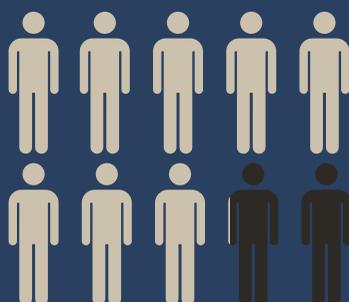
of consumers expect cotton clothing to last longer than garments made from polyester, rayon, or other manmade fibers.