AVERAGE LOADS OF LAUNDRY DONE PER WEEK²

70% OF CONSUMERS SAY CLOTHING MADE OF COTTON IS EASIER TO WASH²

15 YEARS OLD AVERAGE AGE CONSUMERS START DOING THEIR OWN LAUNDRY²

63% SAY THEY ARE LIKELY TO THROW A GARMENT AWAY AFTER IT WAS DAMAGED IN THE WASH¹

IMPORTANCE OF GARMENT CARE LABELS

79% OF CONSUMERS WERE TAUGHT TO CHECK THE GARMENT CARE LABEL BEFORE WASHING CLOTHING²

77% OF CONSUMERS LOOK TO THE GARMENT CARE LABEL TO KNOW HOW TO WASH CLOTHING¹

69% OF CONSUMERS SAY GARMENT CARE INSTRUCTIONS ARE IMPORTANT TO CLOTHING PURCHASE DECISION²

76% OF CONSUMERS EXPECT TO HAVE MORE GARMENTS RUINED IN THE WASH¹

75% OF CONSUMERS WOULD HOLD THE CLOTHING INDUSTRY RESPONSIBLE¹

68% OF CONSUMERS EXPECT TO HAVE MORE GARMENTS RUINED IN THE WASH¹

65% OF CONSUMERS BELIEVE THAT CLOTHING WOULD NOT LAST AS LONG IF GARMENT LABELS WERE NO LONGER INCLUDED¹

IF THERE WERE NO CARE LABEL

CONSUMERS ALSO HOLD RESPONSIBLE¹:

18% GOVERNMENT REGULATORY AGENCIES
14% APPLIANCE COMPANIES
14% DETERGENT COMPANIES
12% FIBER/TEXTILES INDUSTRY

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
¹Cotton Incorporated’s Garment Label Consumer Survey, a survey of 1,000 U.S. consumers conducted on July 24, 2020.
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