AWARENESS

Over 8 in 10 consumers are aware of the Seal of Cotton trademark, significantly higher than other fiber-related logos.

PERCEPTIONS

Consumers associate the Seal of Cotton trademark with comfort, safety, naturalness, and trust. Percentage of consumers saying the Seal of Cotton trademark best fits with the following attributes:

- Natural, 86%
- Softness, 83%
- Safe, 80%
- Comfort, 79%
- Trusted, 77%
- Sustainable, 77%

Consumers associate the Seal of Cotton trademark most with casual apparel, home textiles, and personal care products:

- Underwear, 56%
- T-shirts, 52%
- Bath Towels, 52%
- Personal Care, 52%
- Casual Pants, 45%
IMPACT
The Seal of Cotton trademark makes the consumer shopping experience easier. *Percentage of consumers who agree that...*

- 92% The Seal of Cotton trademark helps identify a product as containing cotton.
- 85% The Seal of Cotton trademark makes me feel that I can rely on the product/brand it’s associated with.
- 84% A brand using this logo is trying to help me make an informed purchase decision.
- 78% Seeing this logo makes my shopping experience easier.

BENEFITS
The Seal of Cotton trademark has a halo effect for brands. *Percentage of consumers who say a brand using the Seal of Cotton trademark is:*

- 85% Concerned about quality
- 84% Authentic
- 84% Trustworthy
- 83% Cares about sustainability
- 75% Stylish and on-trend
- 75% Loyalty to brand using this logo