

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS **CLOTHING LABEL SURVEY** SUMMARY OF RESULTS





say clothing labels are very important sources of information



Consumers find most information on clothing labels to be helpful.

% rate information very helpful (Top 2 box):



83% Garment size





61% Fiber content

50% Country of origin

(72%) agree clothing OUT labels are convenient









Consumers prefer printed labels (75%) over QR codes (22%) to display clothing information





% SAY CHECKING FIBER CONTENT OF CLOTHING TELLS THEM:



care for it







durability





or cool they or synthetic/

will feel



If it is natural

manmade



irritation

information

OVO.

WHILE 66% ARE COMFORTABLE USING QR CODES, SLIGHTLY LESS THAN ONE-THIRD (31%) USE OFTEN





Most common uses of QR Codes?

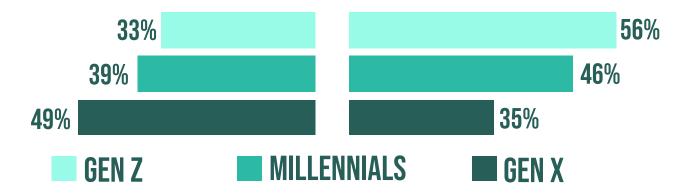
47% View menu

Learn more 45% about a product

43% Log into an account/wifi

% would

choose to buy a different clothing item if no labels were provided % likely to have a laundering mishap if no clothing labels were provided





For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com Survey conducted July 26, 2023 with N=978 U.S. consumers

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