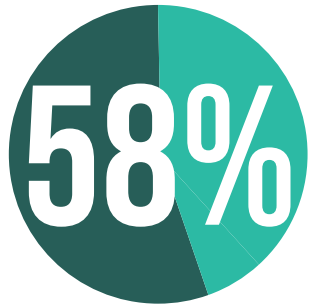








COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS
CLOTHING LABEL SURVEY
 SUMMARY OF RESULTS

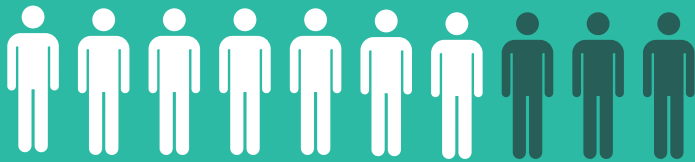


say clothing labels are very important sources of information



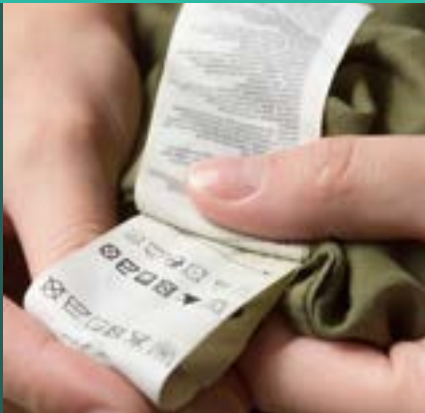
Consumers find most information on clothing labels to be helpful.
 % rate information very helpful (Top 2 box):

-  **83%** Garment size
-  **80%** Description of garment care
-  **61%** Fiber content
-  **50%** Country of origin

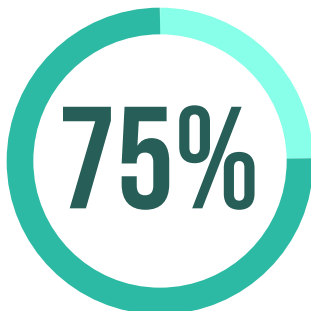


7 OUT OF **10**

(72%) agree clothing labels are convenient



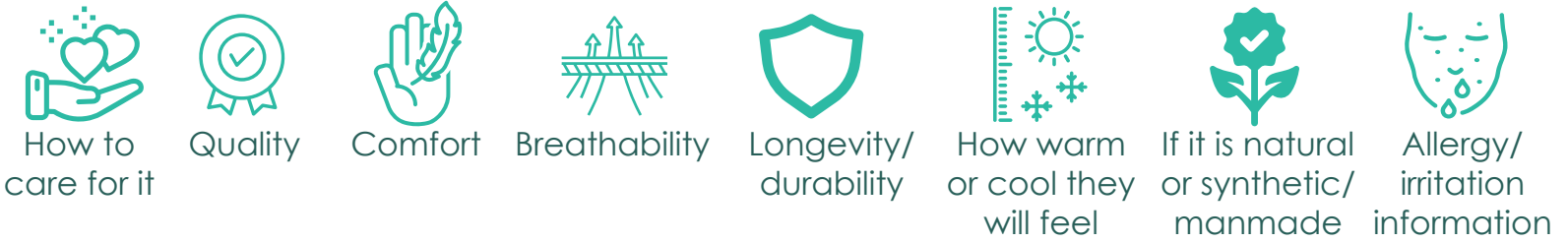
VS.



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



% SAY CHECKING FIBER CONTENT OF CLOTHING TELLS THEM:



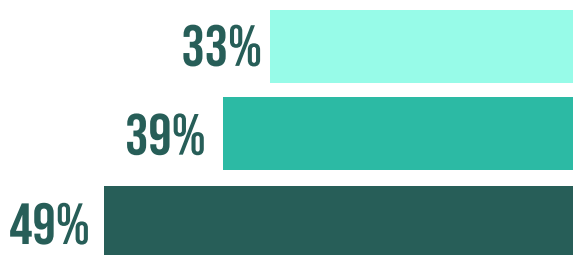
WHILE 66% ARE COMFORTABLE USING QR CODES, SLIGHTLY LESS THAN ONE-THIRD (31%) USE OFTEN



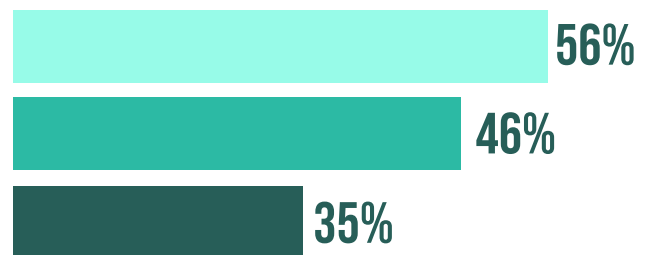
Most common uses of QR Codes?



% 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



GEN Z

MILLENNIALS

GEN X

