CLOTHING LABEL USAGE

CONSUMERS FIND PHYSICAL LABELS ON CLOTHING HELPFUL
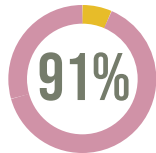
91% Find clothing labels important sources of information about the clothing they purchase

MOST CONSUMERS PREFER PRINTED LABELS

MOST SHOPPERS WANT DETAILED INFORMATION PRINTED ON THEIR CLOTHING

Most Consumers (76%) Prefer Printed Labels over QR Codes (22%)

50%	26%	12%	10%
Printed directly on clothing	Printed on a label sewn into clothing	QR Code sewn into clothing	QR code printed on clothing

THE INFORMATION ON LABELS IS HELPFUL TO SHOPPERS

% WHO FIND INFORMATION HELPFUL (TOP-3 BOX ON A 6-POINT SCALE)

%	Information
94%	Garment Size
94%	Garment care descriptions
87%	Laundry Symbols
85%	Fiber Content
76%	Country of Origin
67%	Website, QR code for additional information

CLOTHING LABEL USAGE

WHAT CONSUMERS LEARN ABOUT A GARMENT FROM CHECKING ITS FIBER CONTENT

62% How to care for/launder

55% Its quality

50% How comfortable it is

47% How breathable the fabric is

41% How long it will last

40% Is it natural or synthetic/manmade
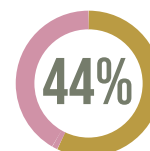
38% Allergy information/will it irritate skin

37% How warm/cool it will feel while wearing it

HOW LIKELY ARE CONSUMERS TO SCAN A QR CODE ON A CLOTHING LABEL CONTAINING TYPICAL INFORMATION (CARE, FIBER CONTENT, ETC.)

56% Very/Somewhat Likely

44% Very/Somewhat Unlikely

Why Check?
59% Learn how to care for garment
57% Curiosity/What information is there
47% Size
45% Fiber content
42% Price
41% Easy

Why NOT Check?
48% Prefer printed label
38% Hassle/too much work
22% Don't want tracked/give personal information
22% Don't use QR codes

BETWEEN A PRINTED LABEL AND A QR CODE, PRINTED LABELS ARE MORE...

% WHO AGREE PRINTED LABELS ARE MORE_____THAN QR CODES:

76% Convenient

76% Easy to use

67% Informative

50% Sustainable