



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS
CONSUMER OUTLOOK
2026



NEW YEAR'S RESOLUTIONS:

53%



say they've made a New Year's resolution for 2026

They resolve to improve:



52% Physical health



51% Finances



49% Mental health



46% Physical appearance (lose weight, dress more fashionably)



Clothing is the most popular item purchased to help consumers with their resolutions.

36%
2025



41%
2026



A MORE SUSTAINABLE 2026?

48%

say sustainability is very important for their New Year's resolutions.

Consumers are considering:

 **37%** Purchasing products that are more durable/longer lasting

 **36%** Recycling, composting, or repurposing items

 **34%** Conserving water or energy in their home

Consumers are looking for resources to:

 **42%** Extend the life of products by learning to repair and repurpose

 **42%** Make it easier to recycle, compost, or repurpose items

 **31%** Point to more environmentally-friendly purchases

 **40%** Help conserve water or energy



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottonninc.com

Cotton Incorporated's 2026 New Year Survey (U.S.), n=891

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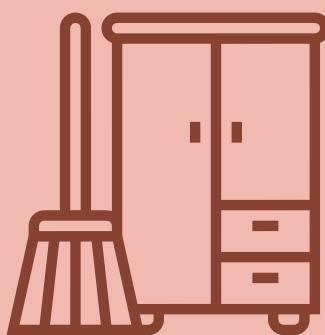


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WARDROBES ARE CHANGING, AND COMFORT IS KEY

55%



say they have or will clean out their closets this time of year.



45%

say they'll reconsider their wardrobe this year

55%

Gen Z

55%

Millennials

33%

Gen X & Boomers



Consumers describe their 2026 clothing style:

52%

comfortable



45%

casual

54%

More comfortable



39%

More presentable



35%

Less dressy



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