



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS
DURABILITY SURVEY
 in China



CHINA

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST TWO YEARS

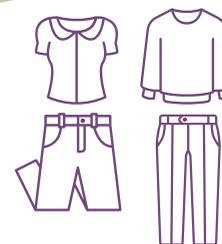
Average years worn before considered worn out or not worn regularly, by garment type:



1.5 TO 2 YEARS

Casual shirts, Athletic bottoms, Athletic shirts, Underwear, Sweatpants/Leggings, Dresses, T-shirts, Skirts, Casual pants, Casual shorts

2 TO 2.5 YEARS



Dress shirts, Sweatshirts/sweaters, Denim jeans, Dress pants

Top activities consumers take to extend the lives of clothing:



HOLES, FIT, STAINS, AND ODORS MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:



34%

Hole or split in the seams



33%

Shrunk or stretched out



32%

No longer fits



31%

Stain that won't wash out



30%

Odor that will not wash out





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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

29%	Recycle	16%	Keep
21%	Throw away	15%	Give to friends/family
20%	Donate	13%	Sell
18%	Repurpose	13%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:



78%	Quality of construction	65%	Brand
74%	Laundering methods	63%	Price
72%	Fiber content		

87%



of consumers expect cotton clothing to last longer than garments made from polyester, rayon, or other manmade fibers.

