



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



FRANCE

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST SIX YEARS

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



Top activities consumers take to extend the lives of clothing:



POOR FIT, ODORS, HOLES, AND STAINS DRIVE MANY TO STOP WEARING A GARMENT

Top reasons why consumers stop wearing clothing:





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



FRANCE

MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

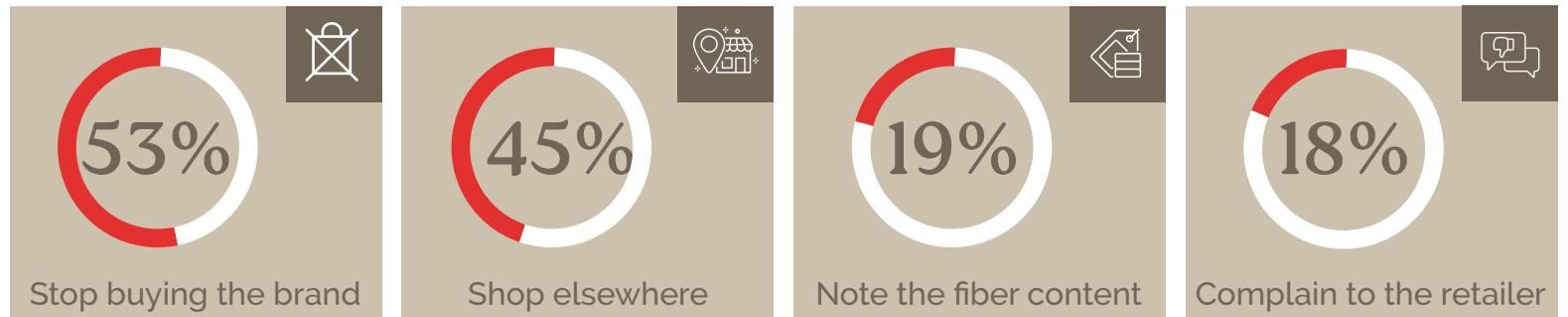
What consumers do with clothing they no longer wear:

53%	Throw away	10%	Repurpose
18%	Sell	8%	Give to friends/family
15%	Keep	7%	Donate
14%	Recycle	7%	Return

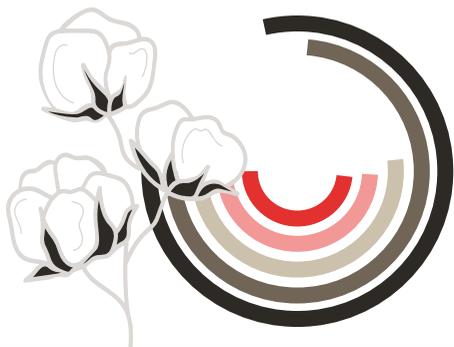


DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:

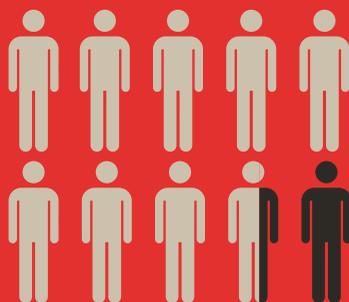


Percent saying factor contributes to clothing longevity:



78%	Quality of construction	48%	Country of origin
74%	Fiber content	47%	Price
51%	Brand		

86%



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

