



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



GERMANY

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FIVE YEARS

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

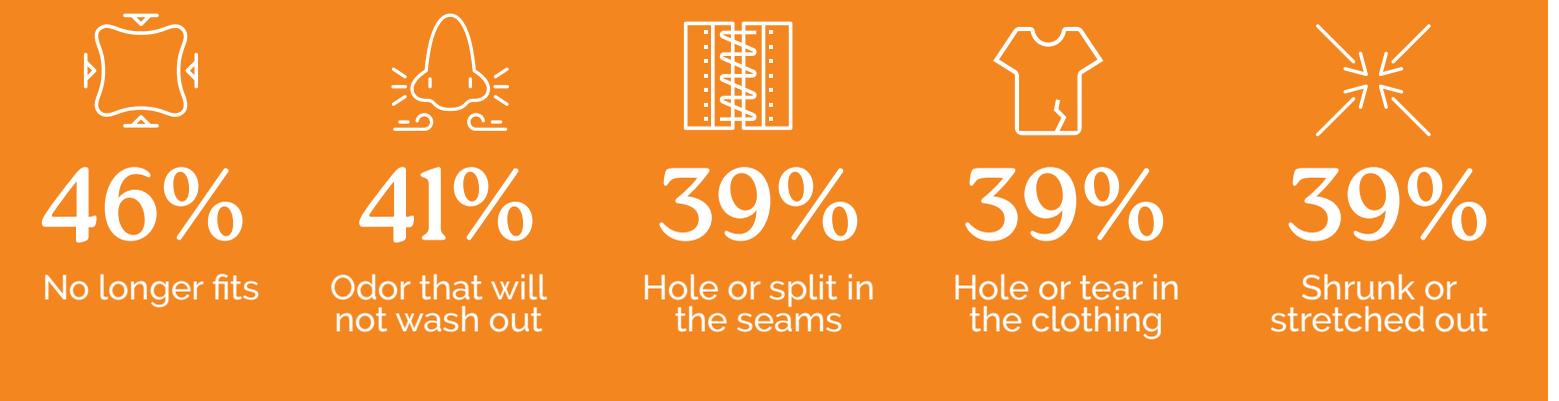


Top activities consumers take to extend the lives of clothing:



FIT, ODORS, AND HOLES MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:





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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

47%	Recycle	20%	Throw away
29%	Donate	18%	Repurpose
21%	Sell	12%	Return
21%	Give to friends/family	11%	Keep



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



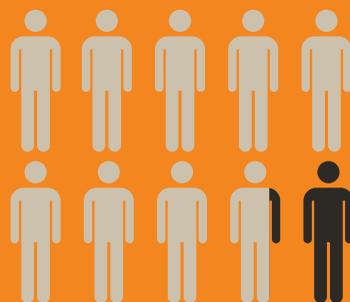
Percent saying factor contributes to clothing longevity:



81%	Quality of construction	49%	Brand
76%	Laundering methods	48%	Price
69%	Fiber content		



88%



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

