



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



INDIA

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST FOUR YEARS

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

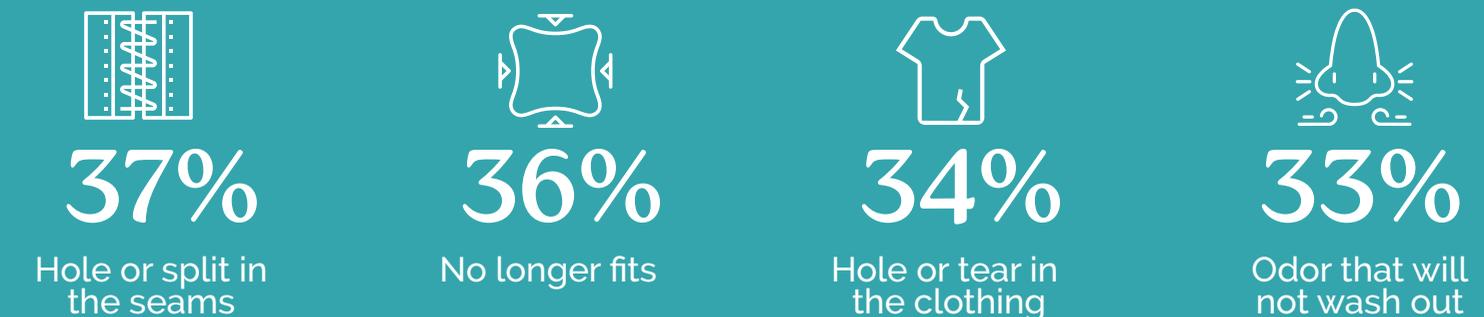


Top activities consumers take to extend the lives of clothing:



HOLES, FIT, AND ODORS MAKE CONSUMERS STOP WEARING GARMENTS

Top reasons why consumers stop wearing clothing:



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

CCI & Cotton Incorporated's Global Durability Survey 2025 (India), n=1,012

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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

What consumers do with clothing they no longer wear:

39%	Donate	24%	Throw away
28%	Give to friends/family	23%	Return
28%	Repurpose	23%	Sell
28%	Recycle	22%	Keep



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:

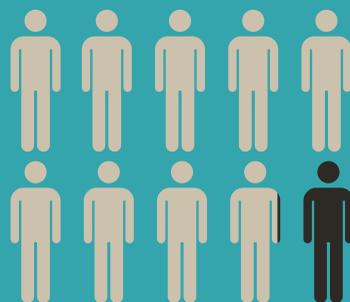


84%	Quality of construction
82%	Fiber content
78%	Brand

78%	Laundering methods
73%	Price



89%



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

