



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



ITALY

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, STAINS, HOLES, AND ROUGH FABRIC 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 (Italy), n=1,021

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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

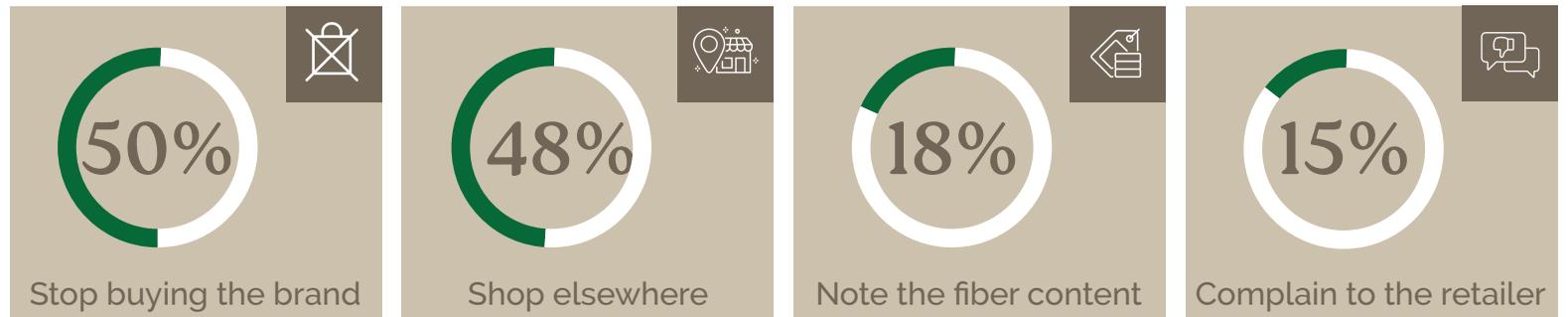
What consumers do with clothing they no longer wear:

32%	Recycle	20%	Give to friends/family
31%	Donate	18%	Sell
23%	Throw away	13%	Keep
20%	Repurpose	5%	Return



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



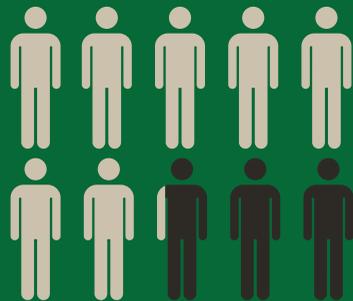
Percent saying factor contributes to clothing longevity:



83%	Laundering methods	49%	Brand
80%	Quality of construction	46%	Price
69%	Fiber content		



72%



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

