



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



JAPAN

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF ALMOST 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:



HOLES, POOR FIT, ODORS, AND THREADBARE FABRIC 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:

56%	Throw away	9%	Repurpose
18%	Sell	8%	Give to friends/family
15%	Keep	7%	Return
12%	Recycle	6%	Donate



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



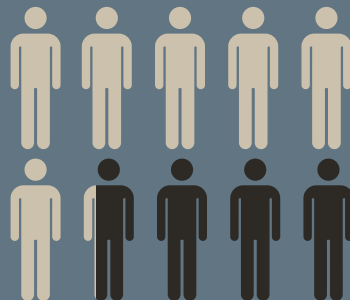
Percent saying factor contributes to clothing longevity:



57%	Quality of construction	37%	Price
55%	Laundering methods	30%	Origin
51%	Fiber content		



63%



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

