



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:



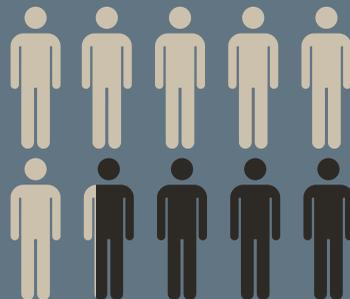
Percent saying factor contributes to clothing longevity:



<b>57%</b>	Quality of construction	<b>37%</b>	Price
<b>55%</b>	Laundering methods	<b>30%</b>	Origin
<b>51%</b>	Fiber content		



**63%**



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

