



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS  
**DURABILITY SURVEY**  
 in Mexico



**MEXICO**

**CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF JUST OVER THREE YEARS**

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

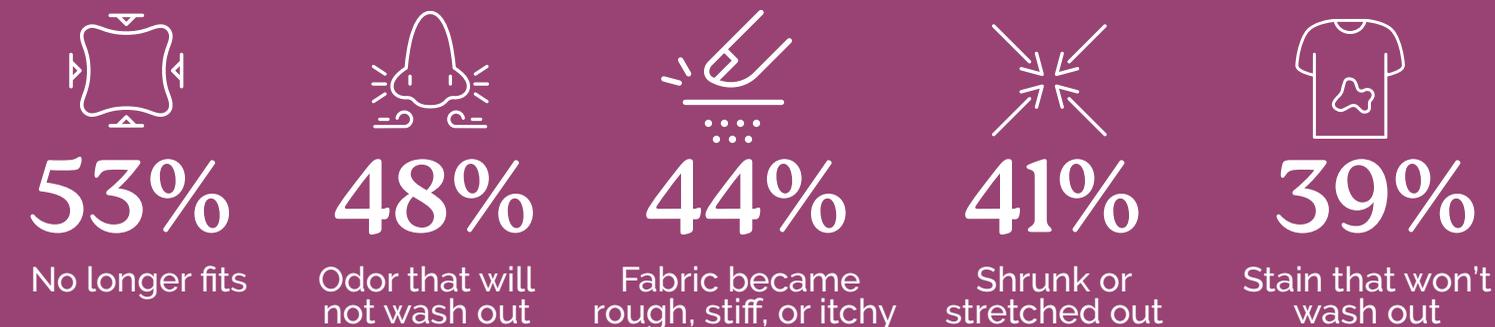


Top activities consumers take to extend the lives of clothing:



**FIT, ODORS, ROUGH FABRIC, AND STAINS 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**

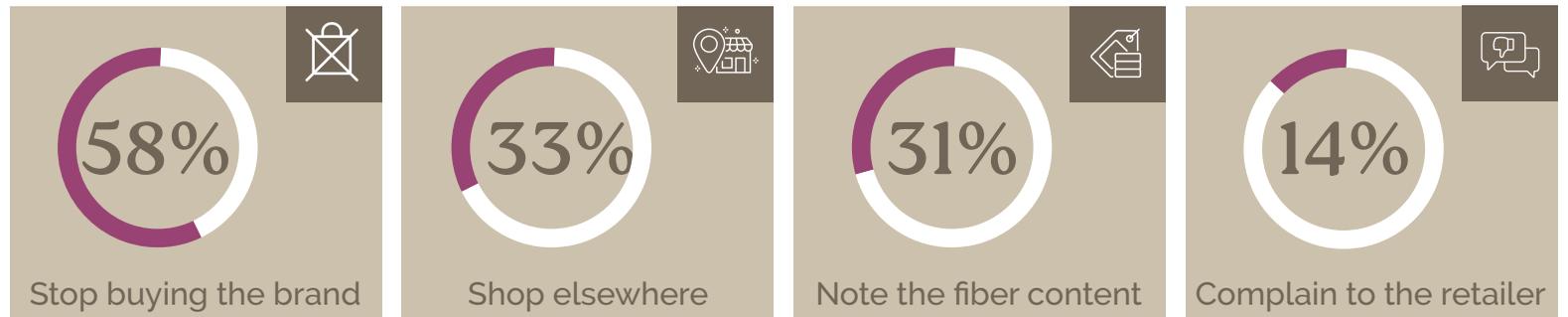
What consumers do with clothing they no longer wear:

36%	Give to friends/family	19%	Sell
35%	Donate	18%	Recycle
23%	Throw away	12%	Keep
23%	Repurpose	6%	Return



**DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS**

If clothing lasts less than 6 months, consumers will:

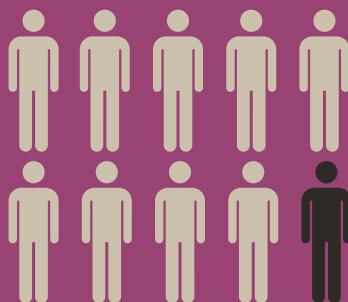


Percent saying factor contributes to clothing longevity:



77%	Quality of construction	54%	Brand
75%	Laundering methods	45%	Price
72%	Fiber content		

**90%**



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



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)

CCI & Cotton Incorporated's Global Durability Survey 2025 (Mexico), n=1,020

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