



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS

DURABILITY SURVEY

in the U.K.



U.K.

CONSUMERS WEAR THEIR CLOTHING AN AVERAGE OF FOUR YEARS

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

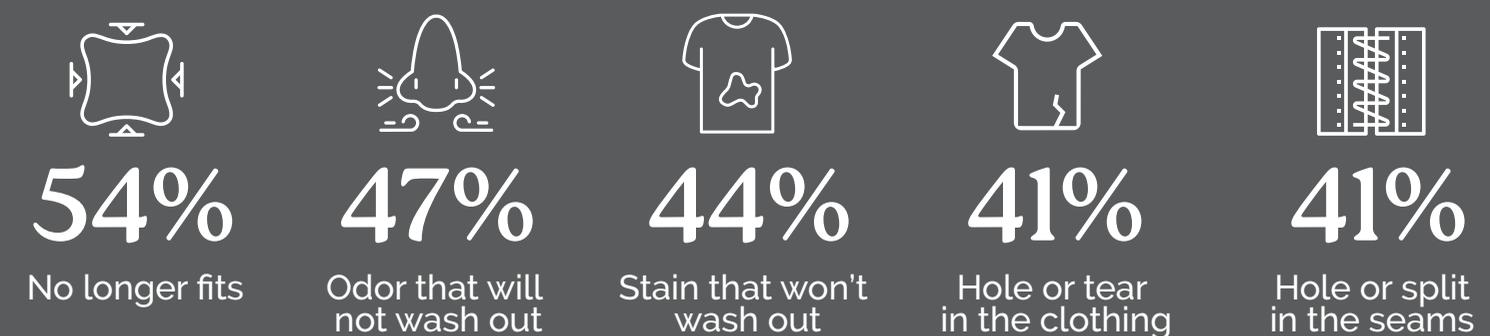


Top activities consumers take to extend the lives of clothing:



FIT, ODORS, STAINS, AND HOLES 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 (U.K.), n=1,017

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MANY FIND NEW USES FOR CLOTHING THEY STOP WEARING

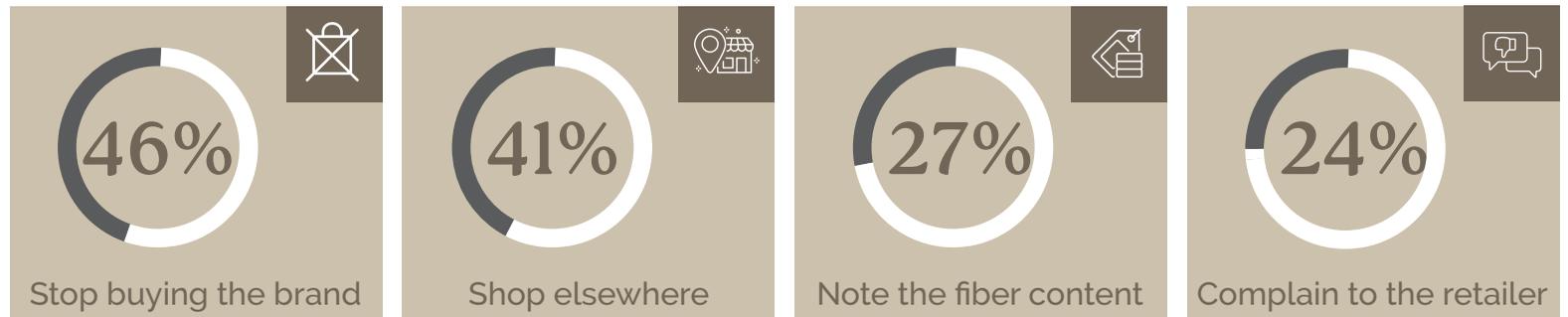
What consumers do with clothing they no longer wear:

| | | | |
|-----|------------------------|-----|-----------|
| 43% | Donate | 19% | Sell |
| 31% | Recycle | 14% | Repurpose |
| 22% | Throw away | 13% | Keep |
| 22% | Give to friends/family | 10% | Return |



DURABILITY MATTERS, AND CONSUMERS SAY COTTON LASTS

If clothing lasts less than 6 months, consumers will:



Percent saying factor contributes to clothing longevity:

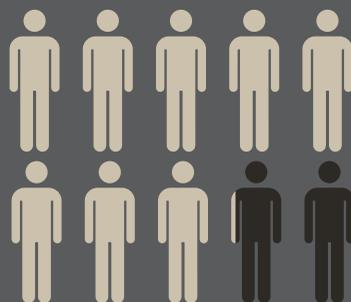


| | |
|-----|-------------------------|
| 73% | Quality of construction |
| 65% | Laundering methods |
| 60% | Fiber content |

| | |
|-----|-------|
| 52% | Brand |
| 48% | Price |



81%



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

