



Cotton Incorporated gauges the attitudes and shopping habits of U.S. and global shoppers through numerous consumer studies such as Cotton Incorporated's Lifestyle Monitor™ Survey, Cotton Incorporated's Environment Survey, and CCI & Cotton Incorporated's Global Lifestyle Monitor Survey.

lifestylemonitor.cottoninc.com

COTTON INCORPORATED MARKET RESOURCES PRESENT: FACTS ABOUT CONSUMERS & COTTON

COTTON APPAREL & TEXTILES

COTTON IS THE FIBER OF CHOICE AMONG U.S. SHOPPERS: About 8 in 10 U.S. consumers say they prefer their clothing to be made of cotton and cotton blends (82%) and say cotton and cotton blends are the fibers best suited for today's fashions (79%).

COTTON MEETS U.S. CONSUMERS' EVERYDAY TEXTILE NEEDS: The majority of U.S. consumers prefer casualwear like jeans (96%) and tees (95%), intimates like socks (94%) and underwear (90%), businesswear like dress shirts (79%) and dress pants (63%), athleticwear items (71%), and home textile items like bath towels (90%) and sheets (81%) to be made from cotton and cotton blends.

U.S. CONSUMERS HAVE POSITIVE ASSOCIATIONS WITH COTTON: The majority of U.S. consumers describe cotton as comfortable (88%), soft (85%), good quality (85%), durable (82%), natural (81%), fashionable (77%), and sustainable (74%).

To learn more about U.S. consumers' love of cotton, please visit lifestylemonitor.cottoninc.com

SUSTAINABILITY

MOST U.S. CONSUMERS LOOK AT FIBER CONTENT TO DETERMINE SUSTAINABILITY: To determine whether or not a clothing item is environmentally-friendly, most consumers look at the fiber content label (45%) or garment hang-tag (38%).

U.S. CONSUMERS ARE MORE INFLUENCED BY COTTON THAN CLAIMS OF SUSTAINABILITY: Consumers are more likely to say that claims of "100% cotton" (78%) are influential to their clothing purchase decisions than claims for "natural" (60%), "sustainable" (57%), or "environmentally-friendly" (53%).

COTTON IS CONSIDERED SAFE FOR THE ENVIRONMENT: More than 9 in 10 consumers (91%) say cotton is safe for the environment, higher than other natural fibers like wool (85%) and silk (83%) as well as manmade fibers like polyester (51%) and rayon (49%).

To learn more about cotton sustainability, please visit cottontoday.cottoninc.com



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NON-TRADITIONAL MARKETS

A MARKET OPPORTUNITY: Non-traditional markets such as infant and baby care, feminine hygiene, and adult incontinence products represent a major opportunity for cotton as they are currently dominated by synthetic and rayon fibers. However, consumers want cotton in these products:

COTTON ADVANTAGE IN BABY WIPES: More than three-fourths (76%) of mothers with infants or toddlers say they would be interested in baby wipes that contain cotton. Mothers with infants or toddlers feel cotton baby wipes would perform better than synthetic baby wipes in terms of being hypoallergenic (60%), soft (60%), environmentally friendly (58%), comfortable (56%), breathable (53%), and absorbent (53%).

COTTONSEED: Although cotton is considered first and foremost a fabric, it is regulated as a food crop by the Food and Drug Administration because its byproducts, including cottonseed oil, have long been used in the kitchen. Based on joint research, one day cottonseed will be considered a food source for human consumption.

To learn more about non-traditional markets, please visit cottoninc.com/product/NonWovens/ or www.cottoninc.com/fiber/AgriculturalDisciplines/Cottonseed/

GLOBAL SHOPPERS

COTTON IS THE FIBER OF CHOICE AROUND THE WORLD: About 8 in 10 global consumers prefer their clothing to be made from cotton and cotton blends (85%). Love of cotton clothing is consistently high in South America (89%), Asia (87%), and Europe (83%).

COTTON IS DOMINANT AT GLOBAL RETAILERS: The majority of menswear and womenswear offered at key retailers in Germany (89%), India (77%), China (72%), the U.S. (67%), and Japan (64%) contain cotton.

COTTON IS THE MOST PURCHASED FIBER IN CHINA: Cotton is not only the most preferred fiber in China, the world's second largest consumer market, it is the most purchased fiber across apparel and textile categories. More than 9 in 10 home textile (91%) and childrenswear (91%) purchases made by Chinese consumers contain cotton, followed by menswear (80%) and womenswear (74%) purchases.

To learn more about global consumers' love of cotton, please visit lifestylemonitor.cottoninc.com