

INSIGHTS



WHEN DOES SUSTAINABILITY MATTER

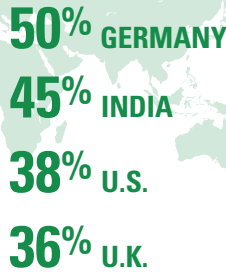
Global concern for environmental change is high, with 86% of consumers saying sustainability concerns are very real and require a change in our behaviors. Concern for the environment translates into action as 95% of consumers engage in sustainable practices and purchasing behaviors, such as recycling and seeking out sustainable food, appliances, and clothing. Brands can stand out by connecting with consumers' desire to "do the right thing" through protecting the environment with natural product offerings.

KEY INSIGHTS

- Consumers regularly engage in sustainable practices that are convenient, including their purchase behavior. Brands who can connect with consumers' interest in natural products can set themselves apart while still meeting traditional purchase drivers.
- Marketers may promote cotton products in line with consumer motivations to "do the right thing" or "live a balanced lifestyle."
- Consumers trust brands to produce sustainable clothing and see natural fibers as the clearest sign of an item's sustainability.

TOP ENVIRONMENTAL CONCERN (by Country)

CLIMATE CHANGE



AIR POLLUTION



WATER SCARCITY



COMMON SUSTAINABLE ACTIONS



86% Recycle cans, bottles, paper, etc.

83% Purchase appliances that conserve energy

80% Use refillable water bottle

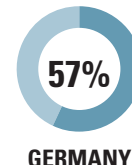
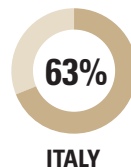
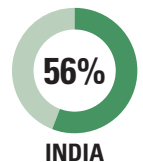
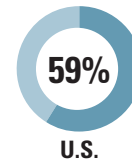
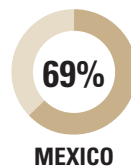
80% Use my own bags while shopping

MOTIVATION FOR SUSTAINABLE ACTIONS

To protect the world for my children/grandchildren/future generations

Simply because it is the right thing to do

To live a more balanced/healthier lifestyle



SUSTAINABILITY: CONCERNED CONSUMERS

Concern for sustainability influences over three-quarters of consumers when they shop for food and household appliances, and 61% say it influences their clothing purchases. Consumers connect the ideas of sustainability and naturalness, particularly when it comes to clothing, seeking items made of natural fibers. Brand trust and image influence consumers' sustainable clothing choices and 66% say they blame manufacturers, brands, or stores when clothing is not sustainably produced.

WHAT MAKES CLOTHING SUSTAINABLE?

TOP ANSWERS



NATURAL
56%



100% COTTON
52%



ORGANIC
47%



DURABLE OR LONG LASTING
45%



LESS IRRITATING TO SKIN
44%



HIGH QUALITY
44%

INFREQUENT ANSWERS

✗ **POOR QUALITY** 15%

✗ **LESS STYLISH** 21%

✗ **HARD TO CARE FOR** 22%

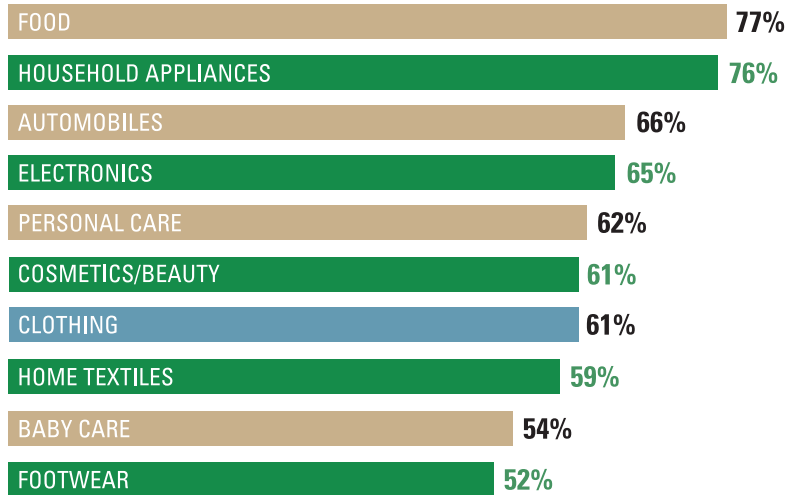


LEARN MORE about Sustainable Cotton Innovations at <http://cottontoday.cottoninc.com>



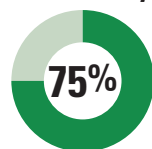
SUSTAINABLE PURCHASES BY CATEGORY

% saying sustainability influences purchase of products in the following categories

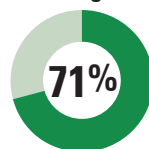


SUSTAINABLE CLOTHING INFLUENCE

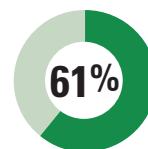
% saying the following factors influence their clothing purchase decisions



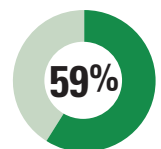
NATURAL FIBERS



BRAND TRUST



SUSTAINABLE BRAND



MADE IN HOME COUNTRY

BLAME FOR NON-SUSTAINABLE APPAREL

% holding the following entities responsible for a piece of clothing that was produced in a non-environmentally friendly way*



MANUFACTURER
36%



BRAND
18%



MYSELF
14%



STORE
11%

*excludes U.S. consumers

Sources: Cotton Council International & Cotton Incorporated 2017 Global Environment Survey – survey of 7,365 women & men, ages 18-60 in the U.S., U.K., India, China, Mexico, Germany, and Italy who have involvement in clothes shopping. Cotton Council International & Cotton Incorporated 2016 Global Lifestyle Monitor – survey of 6,000 women & men, ages 15-54 in the U.K., India, China, Mexico, Germany, and Italy.