



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# SEAL OF COTTON

HOW U.S. CONSUMERS LOOK AT THE SEAL OF COTTON



# 18% in 1973



# 78% in 2023



## Awareness

More than 3 in 4 consumers are aware of the Seal of Cotton trademark, significantly higher than other fiber-related logos.



## Perceptions

Percentage of consumers saying the Seal of Cotton trademark best fits with the following attributes:



Consumers associate the Seal of Cotton trademark most with casual apparel, home textiles, and personal care products:





**Impact**

Percentage of consumers who agree that the Seal of Cotton trademark ...



**90%** helps identify a product as containing cotton.



**82%** makes me feel I can rely on the product/brand with which it is associated.



**82%** Is a logo I would like to see on more products.



**73%** makes my shopping experience easier.

**Benefits**

The Seal of Cotton trademark has a halo effect for brands.

Percentage of consumers who say a brand using the Seal of Cotton trademark is:



**84%** Concerned about Quality



**80%** Authentic



**79%** Trustworthy



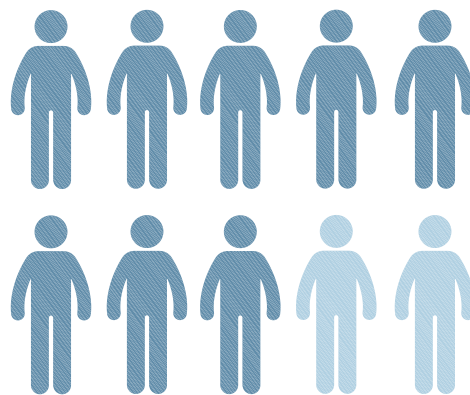
**77%** Cares about Sustainability



**71%** Loyalty to brand using this logo



**69%** Stylish and on-trend



**8 out of 10**

The Seal of Cotton Trademark Makes me feel more Positive toward a brand using the logo

**A Welcome Identifier**

Percentage of consumers saying that the Seal of Cotton trademark ...



**88%**

is a Welcome identifier to the content of a product



**87%**

Helps me easily understand the fiber ingredients

