



COTTON USA™
THE COTTON THE WORLD TRUSTS

GLOBAL STUDY FINDS U.S. COTTON IS PREFERRED

TO LEARN MORE, PLEASE CONTACT YOUR LOCAL CCI REPRESENTATIVE.
[CLICK HERE](#) TO VIEW THE LIST OF REPRESENTATIVES BY REGION.

RESEARCH BACKGROUND

In the Spring of 2017, Cotton Council International (CCI) reached out to mills and manufacturers around the world to gauge perceptions of U.S. cotton compared to cotton from other markets. In May and June of 2019, CCI conducted a follow-up to this survey.

The 2019 survey was conducted by a third party research firm who contacted 243 mill and manufacturer representatives to gain insight into their purchase decisions, as well as perceptions of U.S. cotton. Representatives surveyed came from 17 countries including the six largest purchasing regions in the world: Northeast Asia, Southeast Asia, South Asia, China, Latin America and Central Europe.

QUALITY REMAINS MOST IMPORTANT FACTOR IN PURCHASING COTTON

Respondents were first asked to rate the most important factors in their cotton purchase decisions. Similar to 2017, quality (88% top two factors) and price (81%) were two of the top purchase factors for global mills and manufacturers, with both increasing in importance.

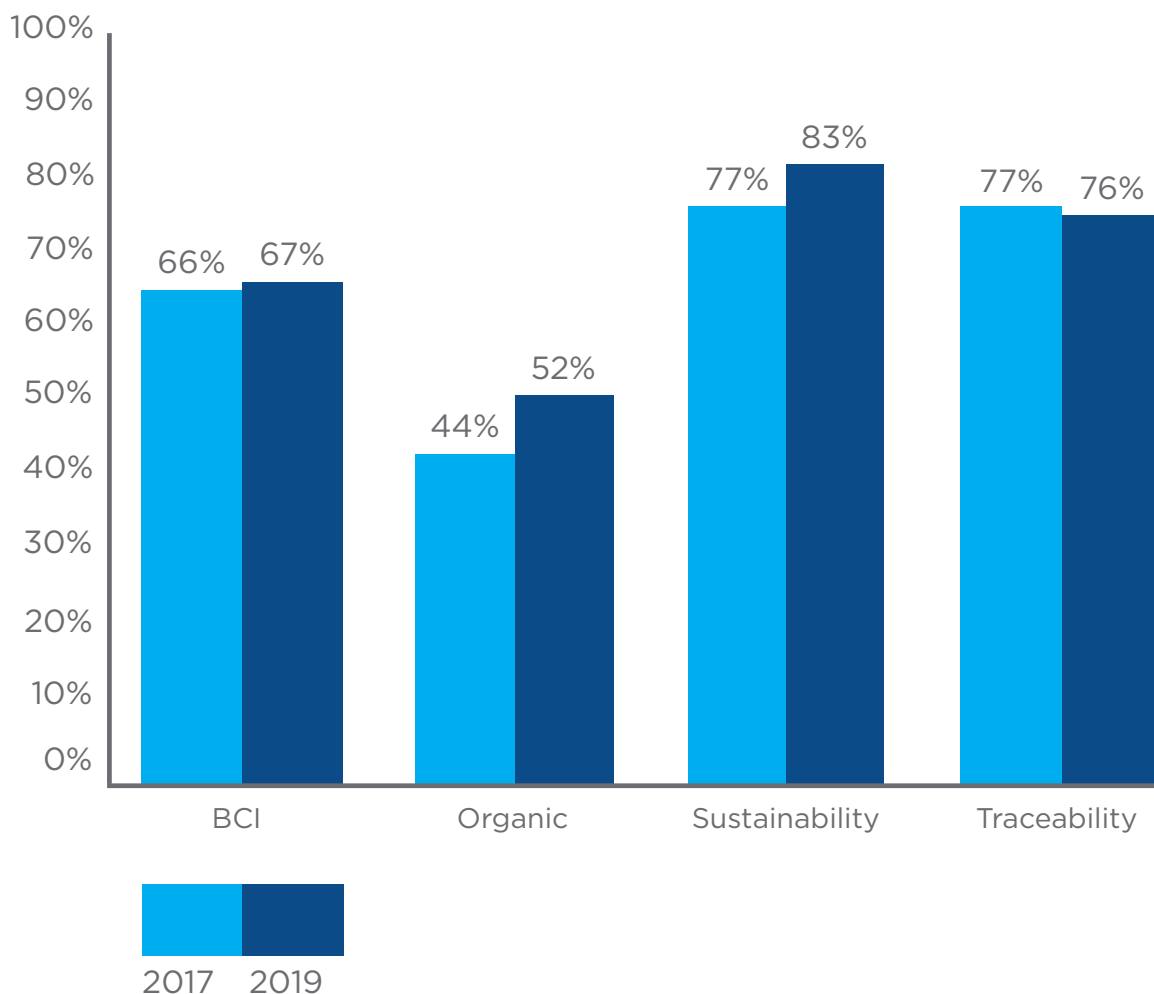
But in 2019, overall satisfaction (83%) with the product and contamination (81%) became significantly more important factors, with each exceeding 80%. Other factors with major gains since 2017 included maximizing efficiency (74%), sustainability (60%) and lead times (59%).

Importance of Purchase Factors (%Top Two)	2017	2019
Quality	84%	88%
Overall Satisfaction with Product	73%	83%
Contamination	69%	81%
Price	78%	81%
Maximizes Efficiency	62%	74%
Live Up to Contract	68%	66%
Sustainability	47%	60%
Lead Time	51%	59%
Country of Origin	49%	54%
PBI Bale Tagging	32%	42%

SUSTAINABILITY GAINS IMPORTANCE WITH BRANDS AND RETAILERS

The increasing importance of sustainability to mills and manufacturers is being driven by the push for sustainability by their customers, global brands and retailers.

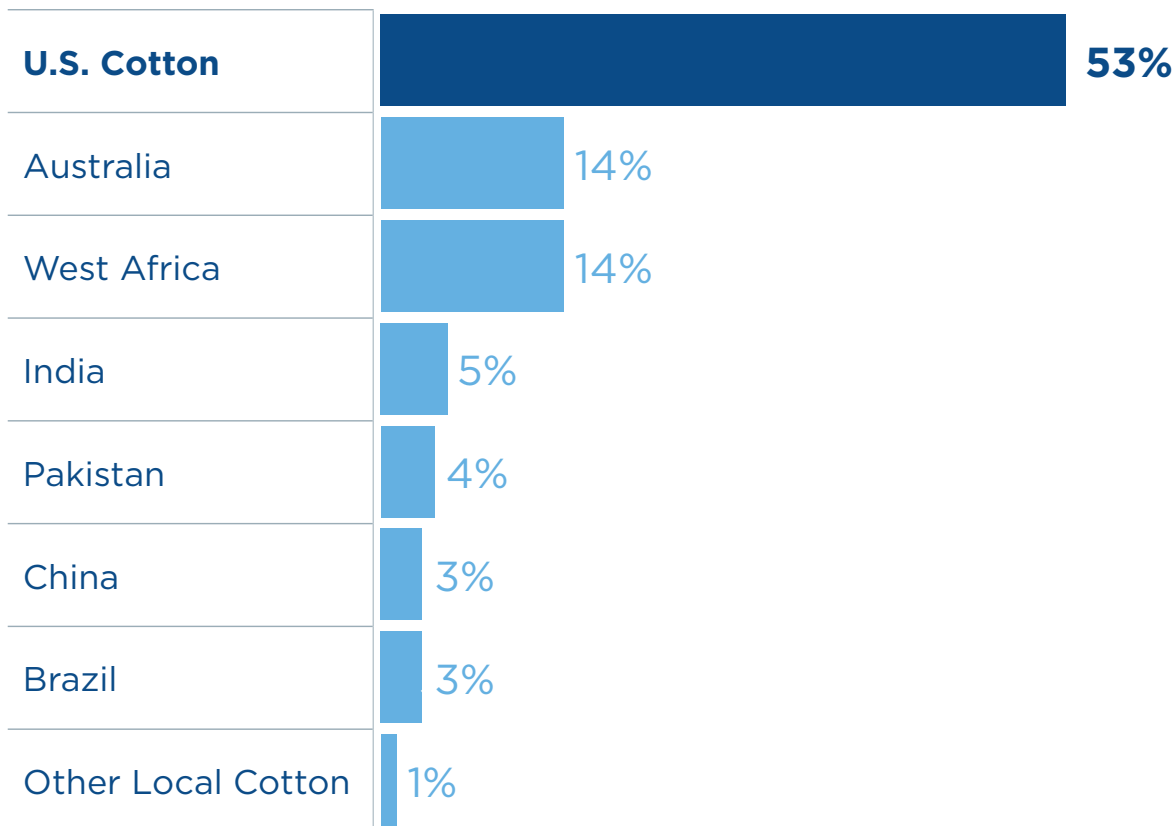
When asked to describe how important various factors were to these customers, sustainability was important to 83% and traceability to 76%.



U.S. COTTON IS SIGNIFICANTLY PREFERRED GLOBALLY

Mills and manufacturers globally continue to prefer U.S. cotton significantly. Over half of global mills and manufacturers surveyed prefer U.S. cotton, nearly four times the level of any other country.

WHAT COUNTRY'S COTTON IS PREFERRED?



U.S. COTTON IS PREFERRED BECAUSE OF TRUST AND RELIABILITY

The survey asked mill and manufacturer representatives about the reputation of U.S. cotton compared to growths from the next four largest cotton exporting areas—Brazil, Australia, India and Africa.

Respondents held more positive perceptions of U.S. cotton than any other growth for “trustworthy,” “reliable” and “respected.” U.S. and Australian cotton were far preferred for “high quality” and “low contamination.”

Cotton from...	U.S.	Brazil	Australia	India	Africa
Trustworthy	65%	23%	56%	5%	11%
Respected	64%	17%	53%	4%	12%
Reliable	63%	21%	55%	5%	11%
Low Contamination	63%	28%	59%	5%	12%
High Quality	57%	23%	62%	6%	18%

CONCLUSIONS

U.S. cotton remains the leader around the world despite the rapidly changing environment for cotton trade. The positive reputation compared to other growths from other regions explains why mills and manufacturers prefer U.S. cotton and why the United States is by far the largest exporter of cotton fiber. While trade tariffs and other barriers currently influence the industry, U.S. cotton's reputation as The Cotton The World Trusts helps to maintain its market leadership.

To contact a COTTON USA representative for more information about U.S. cotton or to become a COTTON USA licensee, [click here](#).

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