The Key To Confidence: Consumers and Textile Sustainability

Mindsets, Changing Behaviors and Outlooks

11,200 Consumers of Apparel & Home Textiles

10 Countries
Australia, Brazil, Canada, China, Germany, India, Japan, Spain, Switzerland, USA

≥1,000 Consumers per Country
-- Sampling was representative
-- Local languages used

Participants
Required:

☑ Age 18+

☑ Key Decision Maker for Clothing/Home Purchases

☑ ≥3x/year New Clothing/Home Purchases

Represented:

Millennials, Generation X, Baby Boomers

63% of U.S. purchasers were female

Household types including those with Children Under 18 & Toddlers
I know that my personal ecological footprint is large and if I could change that in an easy way, I would. I want to know that I’m being a concerned and responsible human being and make sure that what I buy isn’t making the world worse.

U.S. Consumers DO think Climate change is a serious issue

- 72% Climate change is a real and very serious problem
- 65% Largely due to emissions from human activities

61% Committed to a sustainable, environmentally friendly lifestyle

I feel it’s very important that we take care of the earth for ourselves and future generations. I also feel that people have to wear clothing and eat foods that are safe and healthy. Every company and industry needs to be socially responsible for the sake of people and the environment.

People are “shocked” after learning 10 textile industry facts

- 47% Will become better informed about the textile products they purchase
- 47% Will purchase eco-friendly clothing
- 45% Will favor brands that offer clothing that is safe and responsibly produced

We are concerned about what we eat but how about what is touching the biggest organ in our body, our skin? After reading about all the chemicals used in clothing in this survey, I am concerned about the clothes I buy, especially for my grandson.

After reading the horrible facts about child labor, water usage and unsafe clothing, I am utterly disgusted. Any company that helps combat these problems will get my money.

Eco-friendly purchases enhance brand perception

- 73% Have heard of eco-friendly clothing
- 87% for parents
- 24% Have purchased eco-friendly clothing
- 44% for parents

To be able to find the background of products being purchased enables me to do my part as a parent and socially moral individual to protect loved ones and others from toxicity and unfairness.

I think every little bit helps. I can’t personally change the world but if we all just do better each year, it will have a huge impact. I feel that buying certified clothing is one small step I can take to help preserve the earth.

People want to “do the right thing”—Brands & retailers can help

- 33% Avoid companies not friendly to environment or workers and check for recyclable packaging

I would not want to put healthy food in my mouth and then be poisoned by clothing that I was wearing. I want companies to be socially responsible and not engage in sweat shop type practices, pay their workers a poverty level wage or hire child labor. I want companies to be socially responsible and not engage in unethical practices.

U.S. Consumers are concerned about harmful substances

- 50% Don’t know much about the way clothes/textiles are produced
- 55% Rate safety from harmful substances extremely or very important
- 79% Did NOT rate the textile industry highly for being purchased enables me to do my part as a parent and socially moral individual to protect loved ones and others from toxicity and unfairness.

It’s clear that we need to start being more responsible with everything we do, purchase, etc. I’m not sure where to start, but I know it is the right thing to do. I want to be able to train my children and influence those around me.
Further Information

OEKO-TEX Information
Hohenstein.US/OEKO-TEX

Webinar: The Key to Confidence (Worldwide Overview)
Hohenstein.US/Webinar-OTConsumer

Webinar: Millennials and Parents and Textile Sustainability
Hohenstein.US/Webinar-OTConsumer-Millennial

Webinar: Less Becomes More
Hohenstein.US/Webinar-OTLessBecomesMore

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