

# There's Simply No Doubt: Cotton Is Consumer-Preferred

Really, there's no way to overstate the importance of the Seal of Cotton. Consumers associate the famous logo with [extremely high quality and exceptional comfort](#). And the beauty of cotton is that it's a true example of a product—or in this case, a fiber used in a [myriad of products](#) used on a daily basis—where this perception of quality is also the reality.

Of course, you don't have to take our completely biased word for this. The cotton industry has done all of the legwork for us. When Cotton Inc. commissioned their Seal Impact Study, consumers' responses told the story:

- More than 8 out of 10 consumers recognize the Seal of Cotton
- Over 90% of consumers report having seen the seal on apparel and products for the home
- Over 75% of consumers rated the quality and comfort of products with the seal as “extremely good”
- 57% of consumers prefer to buy products with the Seal of Cotton
- Retailers report an 8% to double-digit increase in sales when the seal is featured
- More than 50% of consumers believe the seal enhances the retail brand

These are powerful numbers, and they prove that cotton provides a competitive advantage, adds value to products, and communicates a commitment to quality. And all of that comes from a simple seal on a label or packaging.

Furthermore, consumers have become more environmentally conscious when it comes to how they spend their hard-earned dollars—especially when it comes to food, [infant care](#),

apparel, [personal care](#), and [feminine hygiene](#). Cotton is critical when it comes to the last four in that list of five, and luckily consumers trust it as [one of the most eco-friendly](#) and natural fiber options out there, leading the pack ahead of wool and silk. In fact, in Cotton Inc.'s Environment Internet Survey, they found:

- 7 out of 10 consumers believe natural fibers like cotton are better for the environment than synthetic fibers
- 83% of consumers believe natural fibers are better for the environment than recycled synthetic fibers like polyester
- 9 out of 10 consumers consider cotton to be a safe fiber for the environment.
- Most consumers use the product label to determine if an item is environmentally-friendly

That last item in the list ties right back into the Seal of Cotton. When customers see it, they just trust it. And they trust it for a variety of reasons. So keep an eye out for that seal. We feel fairly confident that it won't be hard to find.