



International barometer about textile care symbols (#20-076358-01) Sweden 2021

This survey has been conducted in [Sweden](#) via an ad hoc online methodology. A national representative sample of 1000 individuals aged 18 to 65 years old has been interviewed. The local representativeness has been assured by the quota method on gender, age and geographic area.

Purchase habits:

During the past 6 months, [92% of respondents have bought](#) a clothing item. [27% are regular buyers](#): a few times a month or more and [65% are occasional buyers](#): once every 2 to 6 months.

We noted that women (31%), 18-34 yo (35%), households with children under 3 yo (44%) buy clothes more frequently (a few times a month or more) than the total sample (27%).

[Even if the score is decreasing this year, "The fact that it suits me" is still one of the main](#) criteria (for 65%vs 70% in 2019 of the respondents) when buying clothes.

This criterion is more important for 60-65 yo (77%), women (72%) and lonely women (76%).

Stable vs the last wave (65%), [the price comes in second position](#) and [the need](#) in third (51%).

Some criteria are increasing this year: [the brand](#) (20% vs 12%) and the [country of origin](#) (6% vs 4%).

People rate who [never buy clothes without label](#) with care instructions [is stable](#) : 21% as well as those [who often do it](#) : 23%.

With a score of 95% of Net important (78% of very much), [the size is](#), during the purchase, [the most important information](#) for the respondents on the label. This score is stable compared to the last measure. [The composition comes in second](#) position with 80% (stable too).

[Care instruction](#) remains stable and important for 65% of the respondents.

[Quality label](#) increases significantly this year (54% vs 46% in 2019).

Note that if [the country of origin](#) result is still this year the least important information for respondents it increases as well (33% vs 27% in 2019), such as [Sustainable development label](#) which is important for 50% of the respondents (+8 points) or [the brand](#) (41% : +9 points).

Symbol and care instructions:

[The symbol of ironing is still the](#) most recognized [symbols](#) with a score of 97%.

[Washing](#) symbol arrives next with 90%.

The following symbols [have lower recognition rates](#) :

- Bleaching 21% (stable vs 2019). It's still confused with the professional cleaning symbol (28% of respondents)
- Drying 28% (+4 points vs 2019). 45% of the respondents affirmed that they don't know its meaning.

- Professional cleaning 16%. It's also still confused with the drying one (37% of respondents).

This year, the number of people following the instructions increased: 81% vs 78% and in line with 2016 results.

18% "always" follow the instructions which is arising compared to last wave in 2019 (14%).

The people who follow the instructions the most are: 35-65 yo (85%), and active (83%) with high level of education (84%).

The main reasons for following the instructions remain:

- To keep clothes in good condition and to be able to wear them longer: 36% in first
- To avoid problems often associated with washing (shrinking, greying, etc.): 32% in first

The lack of time (27%) and the fact that "It's complicated, I don't understand the labels" (24% + 9 points) are the main reasons for not following instructions.

62% of the respondents cut the labels. This score is higher among women (74%) and among 18-34 yo (71%).

The main reasons are because they scratch and irritate the skin for 71% of the respondents (decreasing of 7 points compared to last measure) and because they are often too long and annoying (45%).

When we ask people to what extent some information be significant to them if it were displayed on their garment's or textile's care instruction label the care recommendations which respect the environment is considered as important by 61% of the respondents, Its recycled fabrics and Its organic fabrics by 55%.

Laundry care:

52% of the respondents read the label during the first wash and 29% read it at the time of purchase in the store / on the online store.

58% personally take care of their clothes (70% among women and 46% among men).

87% of the respondents find the care labels/symbol useful (on which 38% "very useful + 5 points).

Habits, protection of the environment and saving cost

Considering the laundry habits people follow regularly or occasionally to help protecting the environment the 2 mains are:

- Fill the washing machine to its full capacity: 58% (of which 40% regularly)
- Use the correct dose of detergent: 56% (of which 39% regularly)

Considering the laundry habits people follow regularly or occasionally, to save cost the 2 mains are:

- Buy brand clothes that keep their original quality even after several washes: 38% (of which 21% regularly)
- Maintain the washing machine and/or dryer regularly: 36% (of which 21% regularly)

Considering the **drying habits** people follow regularly or occasionally, to help protect the environment the main is to leave textiles to dry naturally, inside or outside: 44% (of which 24% regularly)

Considering the **drying habits** people follow regularly or occasionally, to save cost the main is the same (leave textiles to dry naturally, inside or outside) 28% (of which 15% regularly)

When we look into the impact of clothing and textile care on the environment through the drying habits, “Leaving textiles to dry naturally” is followed either to protect the environment or to save cost. But we can note that it is more often done in order to protect the environment than to save cost.

Considering the **ironing habits** people follow regularly or occasionally, to help protect the environment the 2 mains are:

- Iron less often or only certain pieces of clothing / textiles: 40% (of which 25% regularly)
- Iron textiles at recommended temperature: 40% (of which 25% regularly)

Considering the **ironing habits** people follow regularly or occasionally, to save cost the 2 mains

- Iron less often or only certain pieces of clothing / textiles: 31% (of which 18% regularly)
- Iron textiles at recommended temperature: 27% (of which 18% regularly)

When we look into the impact of clothing and textile care on the environment through the ironing habits, “Ironing less often or only certain pieces of clothing / textiles” and “Ironing textiles at recommended temperature” are followed either to protect the environment or to save cost. Again, we can note that those 2 are more often done in order to protect the environment than to save cost.

Awareness of “MY CARE LABEL” application and CLEVERCARE.INFO

8% have heard of (even just its name) **MY CARE LABEL** application and 10% of the logo **CLEVERCARE.INFO** (21% among 18-24 yo) mostly on social networks (41%) or on a website (20%). 51% would consider visiting the internet website any time soon (12% certainly).