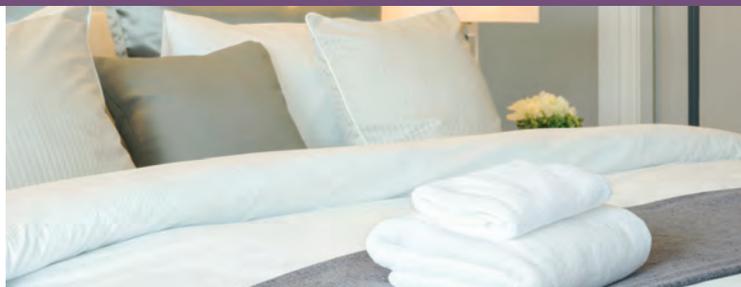


C O T T O N I N C O R P O R A T E D ' S

SUPPLY CHAIN INSIGHTS HOME TEXTILES

IN CHINA

Chinese consumers spent ¥167 billion (\$23.4B USD) on home textile products in 2019. While a drop in spending due to the COVID-19 pandemic is expected in 2020, this market is projected to recover by 2021 and to show a 5-year growth of 42% with ¥238 billion (\$33.4B USD) spent in 2024¹. Consumers seek quality and comfort, paying attention to fiber content to bring them safe and sustainable home textiles.



KEY INSIGHTS

90%
WANT HOME TEXTILES TO BE ENVIRONMENTALLY FRIENDLY

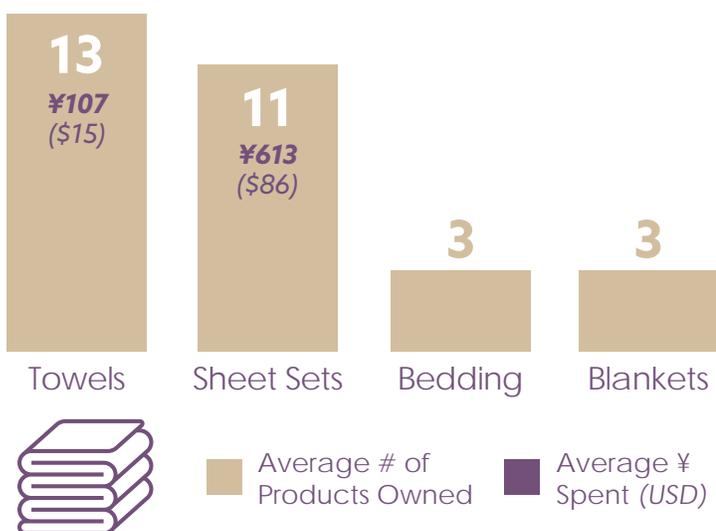
Meet consumer demand using sustainable fibers such as cotton.

79%
SAY 100% COTTON IS IMPORTANT FOR HOME TEXTILES

Consumers see the role fiber plays in softness, quality, comfort, and sustainability.

68%
LOOK FOR NEWNESS WHEN BUYING HOME TEXTILES

Consumers try out new styles, brands, and innovations.



PURCHASE DRIVERS

Sheets & Bedding

- Quality 83%
- Comfort 83%
- Breathability 81%
- Durability 78%
- Softness 77%

Towels

- Softness 82%
- Doesn't Hold Odor 80%
- Quality 79%
- Durability 77%
- Perf. Features 74%

78% say it is important to know fiber content of home textile products because it tells them:

Sheets & Bedding

- Softness 48%
- Comfort 43%
- Quality 41%
- Safety of Fiber 34%
- Sustainability 32%

Towels

- Softness 47%
- Comfort 45%
- Safety of Fiber 40%
- Absorbency 38%
- Quality 37%

83%

believe quality sheets and bedding can help them sleep better



87%

consumers willing to pay more for quality.



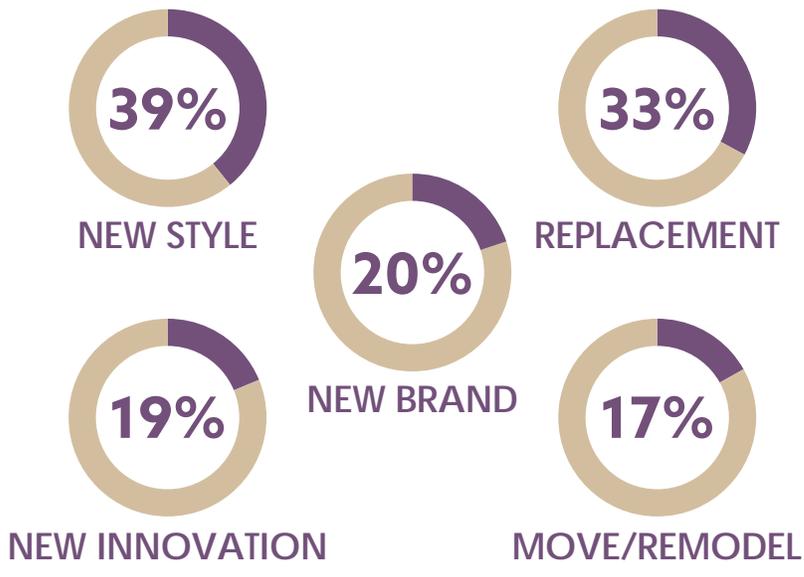
INFO: MARKETINFORMATION@COTTONINC.COM LIFESTYLEMONITOR.COTTONINC.COM

All content sourced from Cotton Incorporated's 2020 Home Textiles survey, a survey of 500 Chinese consumers conducted on March 12-30, 2020. Additional Sources: 12020 Euromonitor International Economics and Consumers Annual Data AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.

MARKET OPPORTUNITIES

Chinese consumers look for something new when buying home textiles, whether style, brand, or a novel innovation. Many look to digital sources for inspiration (71%), especially as the COVID-19 pandemic limits in-person shopping. Brands and retailers can showcase new offerings online with technologies such as live stream shopping events and virtual/augmented reality.

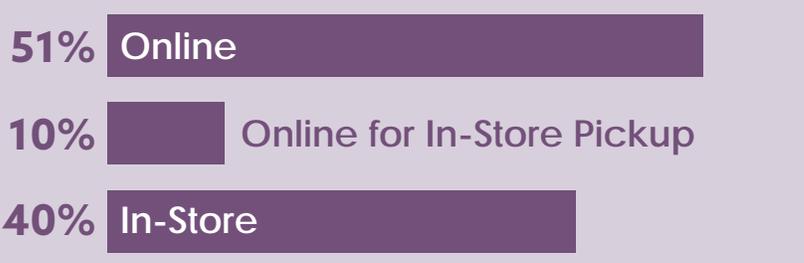
TOP 5 REASONS TO PURCHASE NEW HOME TEXTILES



SOURCES OF INSPIRATION

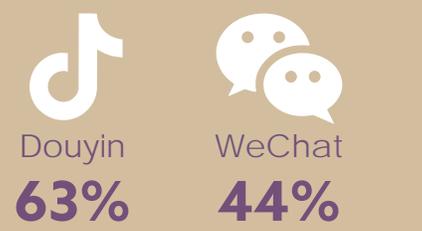


METHOD OF LAST PURCHASE MADE



SOCIAL MEDIA SOURCES OF INSPIRATION

(among those who get home textile ideas from social media, N=174)



WHERE PURCHASES WERE MADE

Category	Method	Percentage
Sheets & Bedding	Online Only	32%
	Mass Merchant	17%
	Home Specialty	16%
	Department	15%
	Online for In-Store Pickup	8%
Towels	Online Only	38%
	Department Store	25%
	Mass Merchant	24%
	Home Specialty	8%
	Online for In-Store Pickup	8%

