



# THINGS TO KNOW ABOUT...

# HOME TEXTILES

U.S. EDITION

83%

say 100% cotton is important to them when shopping for home textiles



88%

consumers willing to pay more for quality.

TOP 5

## REASONS TO PURCHASE NEW HOME TEXTILES

Replacement

53%

New Style

45%

New Fiber

28%

Moved or Remodeled

25%

Ads or Displays

19%

## SOURCES OF INSPIRATION



55%

Social Media



49%

Friends or Family



46%

Store Displays or Window Shopping



43%

Retailer & Brand Websites

## SOCIAL MEDIA SOURCES OF INSPIRATION

(among those who get home textile ideas from social media, N=275)



Instagram

79%



Facebook

75%



YouTube

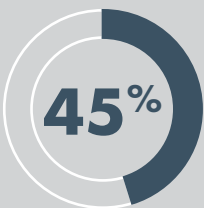
69%



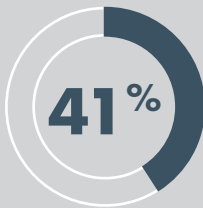
Twitter

59%

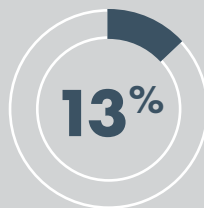
## METHOD OF LAST PURCHASE MADE



Online



In-Store



Online for In-Store Pickup

## WHERE PURCHASES WERE MADE

### Sheets & Bedding

33%	21%	20%	10%
Mass Merchant	Online Only	Dept. Store	Home Specialty

### Towels

51%	20%	13%	7%
Mass Merchant	Dept. Store	Online Only	Home Specialty



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All content sourced from Cotton Incorporated's 2021 Home Textiles survey, a survey of 500 U.S. consumers conducted November 4, 2021. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.