



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DISINFECTING WIPES

WHAT U.S. CONSUMERS LOOK FOR IN WIPES



## Among the 49% who use disinfecting wipes



**82%**

use multiple times per week

**78%**

started using or increased their use during the pandemic



**76%** to protect from germs and bacteria other than COVID-19

**74%** to protect from COVID-19

### Wipes Primary Purchase Drivers

*% consider factor very important for purchase*



**90%**

Wipes stay wet in package



**86%**

Cleans visible mess (dirt, spills)



**85%**

Cleans invisible mess (germs, bacteria)



**80%**

Strong, does not tear

### Cotton Performs Better

*% believe cotton wipes perform better on attribute than wipes made of synthetic fibers*



**59%**

Strong, does not tear



**57%**

Cleans invisible mess (germs, bacteria)



**56%**

Wipes stay wet in package



**55%**

Cleans visible mess (dirt, spills)



## Seal of Cotton Boost

*"Disinfecting wipes with this logo..."*



**90%**  
contain cotton



**78%**  
are more trustworthy



**60%**  
I am willing to pay more

