



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

