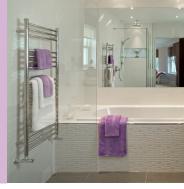


COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# **BATH TOWELS**





### **Most Recent Purchase**

Top reasons for recent purchase:

**29**%

To replace old ones



**21%** 

or a new style

**23**%

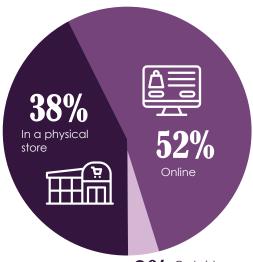
Upgrading



21%

Wanted more sustainable products

#### How purchased:



**9%** Curbside or in-store pickup



#### Reasons for satisfaction:

42%

Comfort/ Softness/Texture

21%

Absorbency

21%

Material/Fabric

## **Purchase Drivers**





Washes clean/ Does not hold odor



Softness



Durability/ How long they last



Absorbency

## Fiber Preference



80% say it is very important to know the fiber content of bath towels

#### Reasons it is important:

46% Makes a difference for comfort

41% How soft or fluffy it feels

39% Quality

39% How safe the fiber is on the skin

