



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# BATH TOWELS



MEXICO: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



## Most Recent Purchase

Top reasons for recent purchase:



**51%**

To replace old ones



**31%**

Upgrading



**26%**

For a new style, color, or pattern



**22%**

To have additional

How purchased:



Reasons for satisfaction:

**38%**

Comfort/ Softness/ Texture

**27%**

Style/ Color/ Pattern

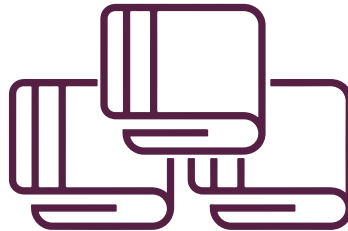
**26%**

Material/Fabric

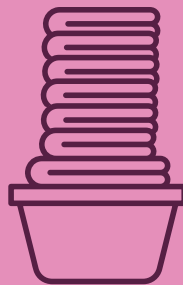
**21%**

Quality

## Purchase Drivers



## Fiber Preference



**78%** say it is very important to know the fiber content of bath towels

Reasons it is important:

**58%**

How soft or fluffy it feels

**55%**

Quality

**49%**

How well it absorbs

**9 OUT OF 10**



consumers are likely to look for home textiles described as 100% cotton

