



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BLANKETS



CHINA: WHAT CONSUMERS LOOK FOR IN BLANKETS



## Most Recent Purchase

Top reasons for recent purchase:



**19%**

Upgrading



**17%**

To replace old ones



**17%**

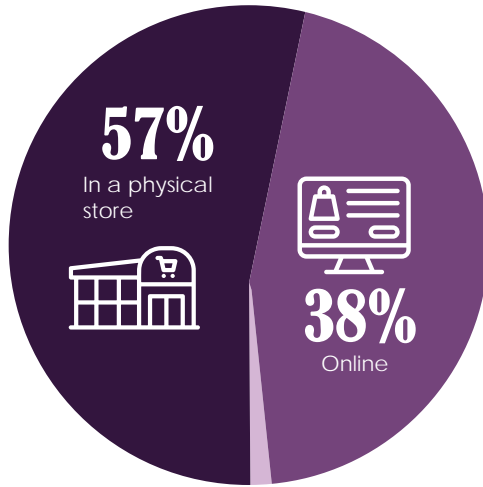
For a new style



**17%**

Wanted more sustainable or natural products

How purchased:



Reasons for satisfaction:

**48%**

Comfort/  
Softness/Texture

**16%**

Material/ Fabric

**16%**

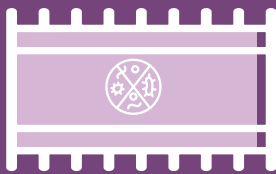
Keeps me warm

**9 out of 10**

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

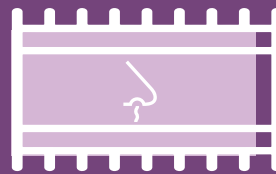
## Performance Features

% consumers willing to pay more for the following performance features:



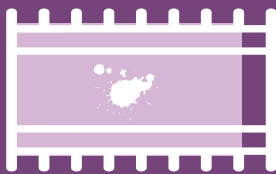
Antimicrobial

**96%**



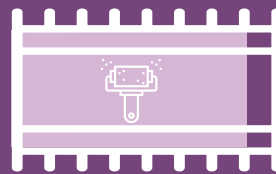
Odor resistance

**95%**



Stain resistance

**94%**



Low linting

**94%**

