



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BLANKETS



MEXICO: WHAT CONSUMERS LOOK FOR IN BLANKETS



## Most Recent Purchase

Top reasons for recent purchase:



To replace old ones

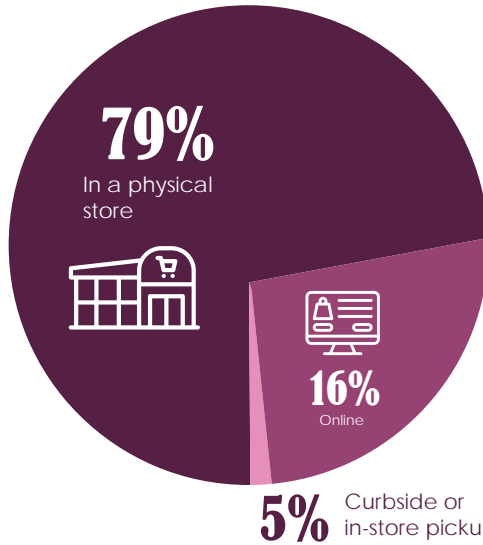


For a new style



Upgrading

How purchased:



Reasons for satisfaction:



**9 out of 10**

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

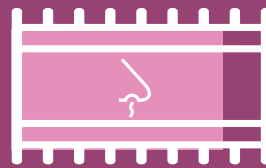
## Performance Features

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



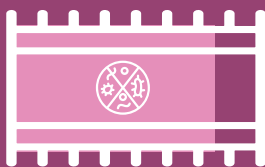
Stain resistance

**89%**



Odor resistance

**88%**



Antimicrobial

**88%**



Moisture management

**87%**

