



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BLANKETS

U.S.: WHAT CONSUMERS LOOK FOR IN BLANKETS



Most Recent Purchase

Top reasons for recent purchase:



Just wanted it



19%

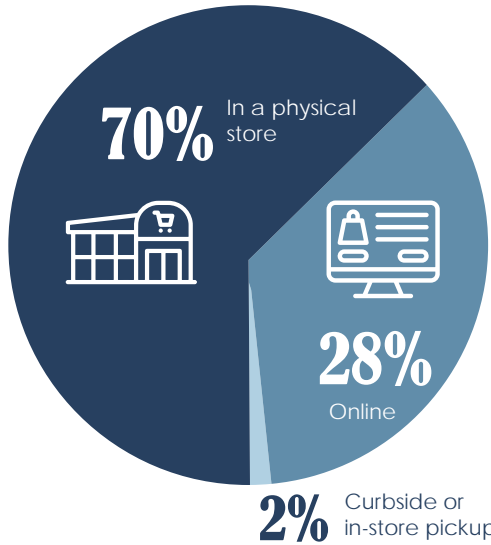
To replace old ones



18%

For a new style

How purchased:



Reasons for satisfaction:

62%

Comfort/
Softness/Texture

24%

Keeps me warm

18%

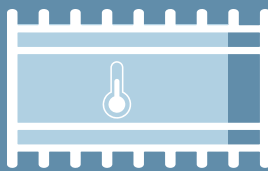
Style/Pattern/Color

7 out of 10

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

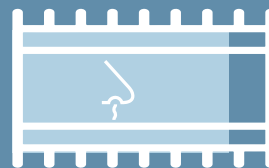
Performance Features

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



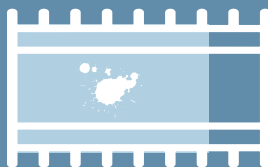
Temperature control

82%



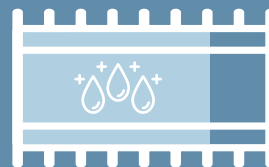
Odor resistance

81%



Stain resistance

79%



Moisture management

78%

