



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS & BEDDING



CHINA: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING

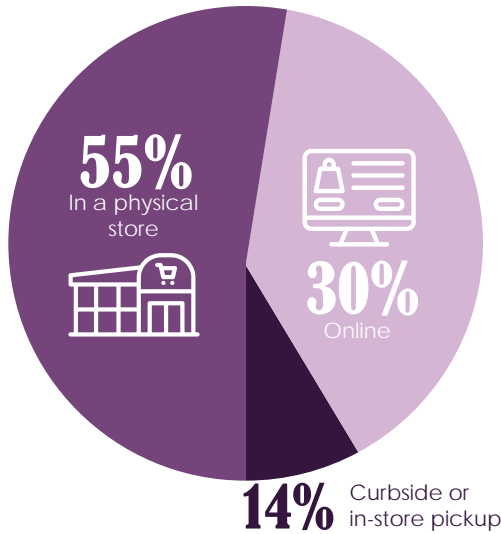


## Most Recent Purchase

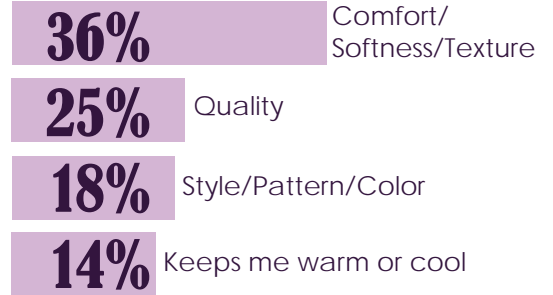
Top reasons for recent purchase:



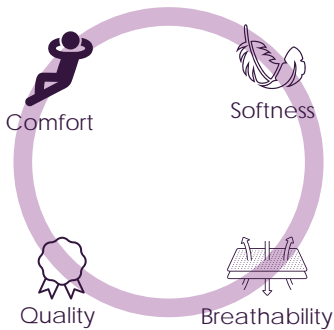
How purchased:



Reasons for satisfaction:



## Purchase Drivers

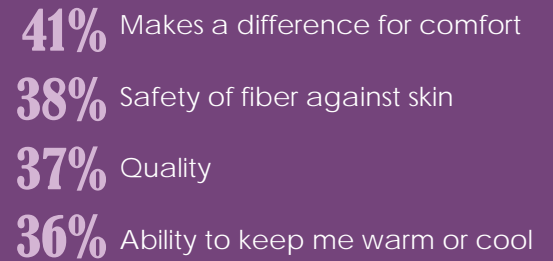


## Fiber Preference



**87%** say it is very important to know the fiber content of sheets and bedding

Reasons it is important (sheets only):



**9 OUT OF 10**



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

