



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SHEETS & BEDDING



U.S.: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING



Most Recent Purchase

Top reasons for recent purchase:

26%
To replace old ones

19%
Upgrading

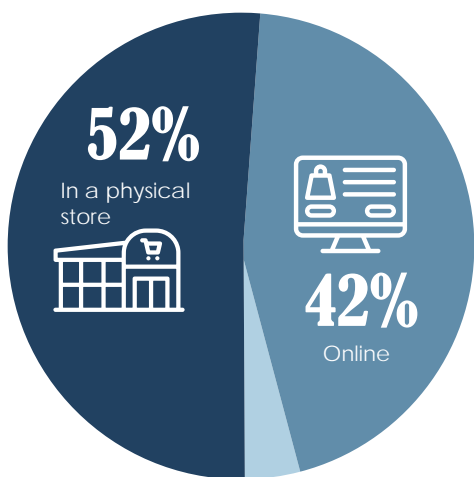


19%
Just wanted it



18%
For a new style, color, or pattern

How purchased:



6% Curbside or in-store pickup



Reasons for satisfaction:

40%

Comfort/
Softness/Texture

21%

Style/Pattern/Color

12%

Fabric/Material

Purchase Drivers (Sheets Only)



Fiber Preference



63%

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

Reasons it is important (sheets only):

54% Quality

49% Makes a difference for comfort

49% How soft or fluffy it feels

48% Ability to keep me warm or cool

87%

of consumers say quality sheets and bedding can help you sleep better



7 OUT OF 10

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



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2023 Home Textiles Survey, conducted on February 6, 2023, with 1,000 U.S. consumers who purchased home textiles within the last year.
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