



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# SHEETS

U.S.: WHAT CONSUMERS LOOK FOR IN SHEETS



## WHY DO CONSUMERS BUY NEW SHEETS?



**66%**

To replace old ones



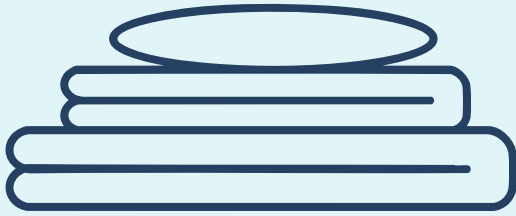
**33%**

For a new color



**28%**

For a new style



**6**

Average number of sheets owned

**55%**

purchase new sheets 2x/year or more

## WHAT DO THEY LOOK FOR?



**80%**

Quality



**78%**

Softness



**72%**

How long it lasts



**71%**

Does not hold odor



**71%**

Durability to laundering



**70%**

Price



**64%**



prefer sheets made of cotton

## CONSUMERS SAY SHEETS MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS ARE:



**82%**

Most comfortable



**81%**

Softest



**81%**

Most sustainable



**81%**

Highest quality



**80%**

Most reliable



**75%**

Lasts the longest

