

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS





WHY DO CONSUMERS BUY NEW BATH TOWELS?



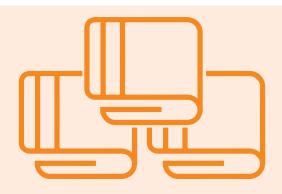
70%
To replace old ones



33% For a new color



27% For a new style



10 46%

Average number of towels owned

purchase new towels 2x/year or more

WHAT DO THEY LOOK FOR?



80%

Quality

/2%n :

Softness



72%

Durability to laundering

69%

Does not hold odor

69%

100% Cotton

C 67%

How long it lasts



79%

| **† † †** † |

prefer both towels made of cotton

CONSUMERS SAY BATH TOWELS MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS ARE:



86%Highest quality



85%Most



85%Most absorbent



84%Most reliable



81%Most



79% Softest



Lasts the

