



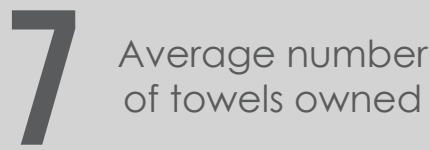
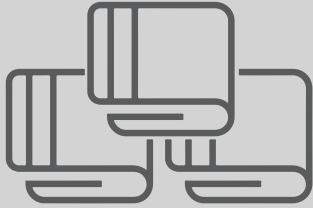
COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# BATH TOWELS

U.K.: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



## WHY DO CONSUMERS BUY NEW BATH TOWELS?



## WHAT DO THEY LOOK FOR?



prefer bath towels made of cotton

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

