

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS

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



WHY DO CONSUMERS BUY NEW BATH TOWELS?



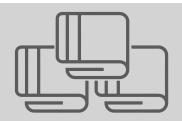
71%
To replace old ones



27% For a new color



20% For a new style



Average number of towels owned

51%

purchase new towels 2x/year or more

WHAT DO THEY LOOK FOR?

80%

Quality

76%

Softness

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72%

Absorbency

69%

Does not hold odor

67%

Durability to laundering

C 67%

How long it lasts



72%

prefer bath towels made of cotton

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



82%Most
comfortable



81%Highest quality



80% Most reliable



79% Softest



78%Most absorbent



75%Most



73% Lasts the longest

