

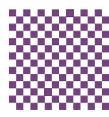


# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BEDDING

CHINA: WHAT CONSUMERS LOOK FOR IN BEDDING



## WHY DO CONSUMERS BUY NEW BEDDING?



33%

For a new print or pattern



33%

For a new color



30%

For a new style



6

Average number of bedding owned

77%

purchase new bedding 2x/year or more

## WHAT DO THEY LOOK FOR?



82%

Quality



78%

Does not hold odor



78%

100% Cotton



78%

Softness



77%

Stretch



75%

Performance features



40%



prefer bedding made of cotton

## CONSUMERS SAY BEDDING MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS IS:



64%

Most reliable



61%

Most comfortable



60%

Softest



58%

Highest quality



56%

Most sustainable



50%

Lasts the longest

