



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BEDDING

GERMANY: WHAT CONSUMERS LOOK FOR IN BEDDING



## WHY DO CONSUMERS BUY NEW BEDDING?



**67%**  
To replace old ones



**31%**  
For a new style



**30%**  
For a new color



**7**

Average number of bedding owned

**44%**

purchase new bedding 2x/year or more

## WHAT DO THEY LOOK FOR?



**80%**

Quality



**78%**

Stretch



**70%**

Softness



**69%**

Durability to laundering



**68%**

Does not hold odor



**64%**

How long it lasts



**74%**



prefer bedding made of cotton

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



**85%**  
Highest quality



**85%**  
Most reliable



**84%**  
Most comfortable



**81%**  
Most sustainable



**79%**  
Softest



**79%**  
Lasts the longest

