



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BEDDING

MEXICO: WHAT CONSUMERS LOOK FOR IN BEDDING



WHY DO CONSUMERS BUY NEW BEDDING?



65%
To replace old ones



35%
For a new color



32%
For a new style



7

Average number of bedding owned

64%

purchase new bedding 2x/year or more

WHAT DO THEY LOOK FOR?



92%

Quality



91%

Softness



86%

How long it lasts



83%

Does not hold odor



80%

Durability to laundering

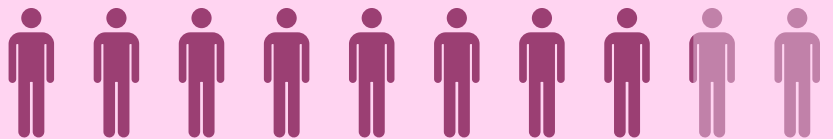


80%

Performance features



81%



prefer bedding made of cotton

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



88%

Most comfortable



88%

Highest quality



88%

Softest



85%

Most reliable



79%

Most sustainable



69%

Lasts the longest

