



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BEDDING

U.K.: WHAT CONSUMERS LOOK FOR IN BEDDING



## WHY DO CONSUMERS BUY NEW BEDDING?



**62%**  
To replace old ones



**31%**  
For a new color



**30%**  
For a new style



**7**

Average number of bedding owned

**55%**

purchase new bedding 2x/year or more

## WHAT DO THEY LOOK FOR?



**78%**

Quality



**75%**

Softness



**73%**

Stretch



**69%**

Does not hold odor



**68%**

Price



**67%**

Durability to laundering



**74%**



prefer bedding made of cotton

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



**87%**

Most comfortable



**85%**

Highest quality



**80%**

Most reliable



**79%**

Most sustainable



**79%**

Softest



**78%**

Lasts the longest

