



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BEDDING



U.S.: WHAT CONSUMERS LOOK FOR IN BEDDING



WHY DO CONSUMERS BUY NEW BEDDING?



61%
To replace old ones



32%
For a new color



30%
For a new style



7

Average number of bedding owned

54%

purchase new bedding 2x/year or more

WHAT DO THEY LOOK FOR?



76%

Softness



75%

Quality



72%

Does not hold odor



70%

Stretch



68%

Durability to laundering



65%

How long it lasts



64%



prefer bedding made of cotton

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



79%
Most reliable



78%
Most comfortable



78%
Softest



76%
Most sustainable



75%
Highest quality



69%
Lasts the longest

