



## COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS



CHINA: WHAT CONSUMERS LOOK FOR IN SHEETS



### WHY DO CONSUMERS BUY NEW SHEETS?



34%

For a new print or pattern



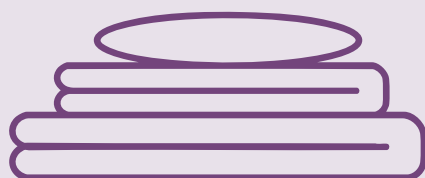
31%

For a new color



30%

For new innovations or technologies



5

Average number of sheets owned

77%

purchase new sheets 2x/year or more

### WHAT DO THEY LOOK FOR?



81%

Quality



80%

Does not hold odor



78%

100% Cotton



77%

Performance features



76%

Softness



74%

Durability to laundering



45%



prefer sheets made of cotton

### CONSUMERS SAY SHEETS MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS ARE:



68%

Softest



67%

Highest quality



67%

Most comfortable



65%

Most reliable



63%

Most sustainable



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)  
Cotton Incorporated's 2024 Global Home Textiles Survey, conducted on December 30-31, 2024 among N=7,163 consumers in China, Germany, Mexico, U.K., and U.S.  
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