



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS

MEXICO: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



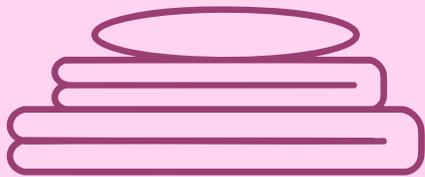
69%
To replace old ones



37%
For a new color



28%
For a new fiber or fabric



7 Average number of sheets owned

65% purchase new sheets 2x/year or more

WHAT DO THEY LOOK FOR?



94%

Softness



90%

Quality



88%

How long it lasts



83%

Performance features



83%

100% Cotton



82%

Does not hold odor



79%



prefer sheets made of cotton

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



92%

Most comfortable



88%

Highest quality



87%

Most reliable



87%

Softest



80%

Most sustainable



75%

Lasts the longest

