



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# SHEETS

U.K.: WHAT CONSUMERS LOOK FOR IN SHEETS



## WHY DO CONSUMERS BUY NEW SHEETS?



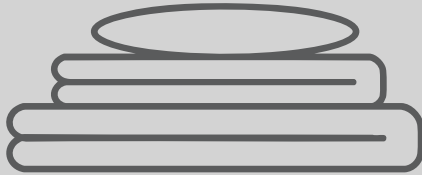
**64%**  
To replace old ones



**29%**  
For a new color



**24%**  
For a new style



**6** Average number of sheets owned

**55%** purchase new sheets 2x/year or more

## WHAT DO THEY LOOK FOR?



**78%**

Quality



**72%**

Softness



**68%**

Durability to laundering



**68%**

Does not hold odor



**67%**

Price



**66%**

How long it lasts



**70%**



prefer sheets made of cotton

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



**86%**

Most comfortable



**86%**

Highest quality



**83%**

Softest



**81%**

Most reliable



**78%**

Lasts the longest



**78%**

Most sustainable

