



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SHEETS



U.S.: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



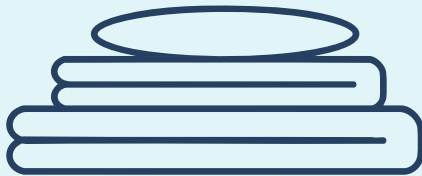
66%
To replace old ones



33%
For a new color



28%
For a new style



6

Average number of sheets owned

55%

purchase new sheets 2x/year or more

WHAT DO THEY LOOK FOR?



80%

Quality



78%

Softness



72%

How long it lasts



71%

Does not hold odor



71%

Durability to laundering



70%

Price



64%



prefer sheets made of cotton

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



82%

Most comfortable



81%

Softest



81%

Most sustainable



81%

Highest quality



80%

Most reliable



75%

Lasts the longest

