



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



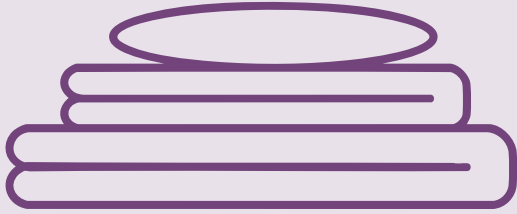
31%

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

