



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# BATH TOWELS

CHINA: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



## WHY DO CONSUMERS BUY NEW BATH TOWELS?



**34%**

For a new print or pattern



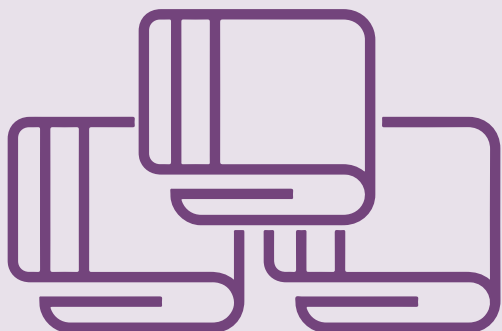
**31%**

For new innovations or technologies



**28%**

For a new color



**5**

Average number of towels owned

**86%**

purchase new towels 2x/year or more

## WHAT DO THEY LOOK FOR?



**79%**

Quality



**79%**

Softness



**78%**

Absorbency



**77%**

100% Cotton



**76%**

Does not hold odor



**74%**

Performance features



**51%**



prefer bath towels made of cotton

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



**70%**

Most comfortable



**69%**

Softest



**68%**

Highest quality



**67%**

Most absorbent



**67%**

Most reliable



**63%**

Most sustainable

