



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS

GERMANY: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



68%

To replace old ones



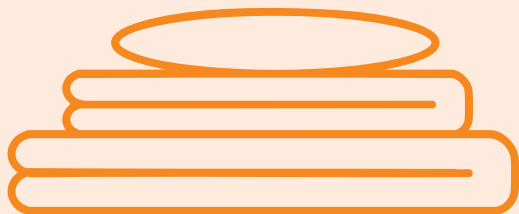
34%

For a new color



30%

For a new style



7

Average number of sheets owned

51%

purchase new sheets 2x/year or more

WHAT DO THEY LOOK FOR?



82%

Quality



75%

Durability to laundering



74%

Softness



72%

Does not hold odor



71%

How long it lasts



66%

Color



72%



prefer sheets made of cotton

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



85%
Highest quality



85%
Most reliable



84%
Most sustainable



82%
Most comfortable



80%
Softest



77%
Lasts the longest

