



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS

GERMANY: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



WHY DO CONSUMERS BUY NEW BATH TOWELS?



70%

To replace old ones



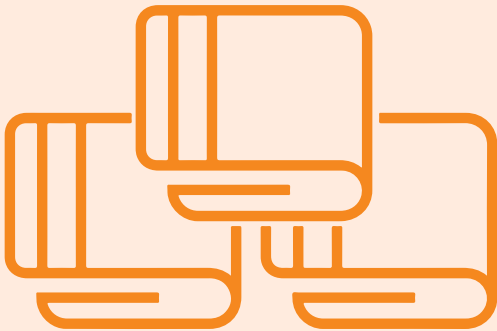
33%

For a new color



27%

For a new style



10

Average number of towels owned

46%

purchase new towels 2x/year or more

WHAT DO THEY LOOK FOR?



80%

Quality



72%

Softness



72%

Durability to laundering



69%

Does not hold odor



69%

100% Cotton



67%

How long it lasts



79%



prefer bath towels made of cotton

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



86%
Highest quality



85%
Most comfortable



85%
Most absorbent



84%
Most reliable



81%
Most sustainable



79%
Softest



77%
Lasts the longest

