



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS

U.K.: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



64%

To replace old ones



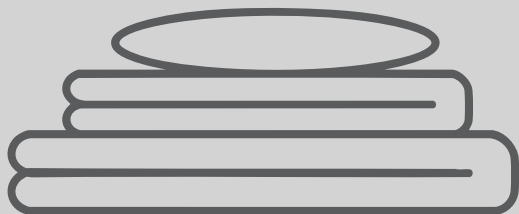
29%

For a new color



24%

For a new style



6

Average number of sheets owned

55%

purchase new sheets 2x/year or more

WHAT DO THEY LOOK FOR?



78%

Quality



72%

Softness



68%

Durability to laundering



68%

Does not hold odor



67%

Price



66%

How long it lasts



70%



prefer sheets made of cotton

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



86%

Most comfortable



86%

Highest quality



83%

Softest



81%

Most reliable



78%

Lasts the longest



78%

Most sustainable

