Chinese consumers spent ¥167 billion ($23.4B USD) on home textile products in 2019. While a drop in spending due to the COVID-19 pandemic is expected in 2020, this market is projected to recover by 2021 and to show a 5-year growth of 42% with ¥238 billion ($33.4B USD) spent in 2024. Consumers seek quality and comfort, paying attention to fiber content to bring them safe and sustainable home textiles.

**Key Insights**

- **Meet consumer demand using sustainable fibers such as cotton.**
- **90% want home textiles to be environmentally friendly.**
- **79% say 100% cotton is important for home textiles.**
- **68% look for newness when buying home textiles.**

**Purchase Drivers**

- **Sheets & Bedding**
  - Quality: 83%
  - Comfort: 83%
  - Breathability: 81%
  - Durability: 78%
  - Softness: 77%

- **Towels**
  - Softness: 82%
  - Doesn’t Hold Odor: 80%
  - Quality: 79%
  - Durability: 77%
  - Perf. Features: 74%

**78% say it is important to know fiber content of home textile products because it tells them:**

- **Sheets & Bedding**
  - Softness: 48%
  - Comfort: 43%
  - Quality: 41%
  - Safety of Fiber: 34%
  - Sustainability: 32%

- **Towels**
  - Softness: 47%
  - Comfort: 45%
  - Safety of Fiber: 40%
  - Absorbency: 38%
  - Quality: 37%

**83% believe quality sheets and bedding can help them sleep better.**

**87% consumers willing to pay more for quality.**
Chinese consumers look for something new when buying home textiles, whether style, brand, or a novel innovation. Many look to digital sources for inspiration (71%), especially as the COVID-19 pandemic limits in-person shopping. Brands and retailers can showcase new offerings online with technologies such as live stream shopping events and virtual/augmented reality.

**Top 5 Reasons to Purchase New Home Textiles**

- **NEW STYLE** 39%
- **REPLACEMENT** 33%
- **NEW BRAND** 20%
- **NEW INNOVATION** 19%
- **MOVE/REMODEL** 17%

**Sources of Inspiration**

- Store Displays or Window Shopping 51%
- Friends or Family 38%
- eCommerce Websites 36%
- Social Media 35%

**Method of Last Purchase Made**

- Online 51%
- Online for In-Store Pickup 10%
- In-Store 40%

**Where Purchases Were Made**

**Sheets & Bedding**
- Online Only 32%
- Mass Merchant 17%
- Home Specialty 16%
- Department 15%

**Towels**
- Online Only 38%
- Department Store 25%
- Mass Merchant 24%
- Home Specialty 8%