Mexican consumers spent Mex$44.3 billion (USD 2.3 billion) 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 2022 and to show a 5-year growth of 12.1% with Mex$49.7 billion (USD 2.6 billion) spent in 2024. Consumers seek the benefits of soft, cool bedding, as 86% say they are more likely to buy sheets marketed to help them achieve better sleep.

### PURCHASE DRIVERS

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Comfort</th>
<th>Quality</th>
<th>Softness</th>
<th>Durability</th>
<th>Perf. Features</th>
<th>Quality</th>
<th>Durability</th>
<th>Washes Clean</th>
<th>Softness</th>
<th>Absorbency</th>
<th>Washes Clean</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sheets &amp; Bedding</strong></td>
<td>91%</td>
<td>89%</td>
<td>88%</td>
<td>87%</td>
<td>80%</td>
<td>89%</td>
<td>89%</td>
<td>82%</td>
<td>82%</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td><strong>Towels</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47%</td>
<td>42%</td>
<td>40%</td>
<td>35%</td>
<td>33%</td>
<td></td>
</tr>
</tbody>
</table>

83% say it is important to know fiber content of home textile products because it tells them:

- Comfort
- Quality
- Softness
- Stay Warm/Cool
- Durability
- Washes Clean
- Absorbency
- Softness
- Comfort
- Washes Clean

### KEY INSIGHTS

#### 80%
Believe quality sheets and bedding help you sleep better.

#### 84%
Say 100% cotton is important for home textiles.

#### 52%
Look to digital sources for inspiration.

#### 90%
More willing to buy a sheet marketed to keep you cool when sleeping.

#### 83%
Consumers willing to pay more for quality.
Physical stores play a strong role in consumers’ home textile shopping journey, from store displays for inspiration to in-store purchasing. In the COVID-19 era, brands and retailers can ramp up their online efforts with solutions such as quality and money-back guarantees that allow consumers to try new products risk free.

### Top 5 Reasons to Purchase New Home Textiles
- **Replacement**: 57%
- **New Style**: 39%
- **Extra Set**: 22%
- **Advertising**: 12%
- **Desire**: 12%

### Sources of Inspiration
- **Catalogs**: 46%
- **Store Displays or Window Shopping**: 44%
- **eCommerce Websites**: 30%
- **Friends or Family**: 30%
- **Social Media**: 27%

### Method of Last Purchase Made
- **Online**: 19%
- **Online for In-Store Pickup**: 4%
- **In-Store**: 77%

### Where Purchases Were Made
**Sheets & Bedding**
- Department: 30%
- Mass Merchant: 30%
- Home Specialty: 16%
- Online Only: 10%

**Towels**
- Mass Merchant: 55%
- Department Store: 25%
- Home Specialty: 7%
- Online Only: 5%


Additional Sources: 2020 Euromonitor International Economies and Consumers Annual Data