

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS HOME TEXTILES

IN MEXICO

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 2024¹. 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.



KEY INSIGHTS

80%

BELIEVE QUALITY SHEETS
AND BEDDING HELP YOU
SLEEP BETTER

Quality is a key
purchase driver.

84%

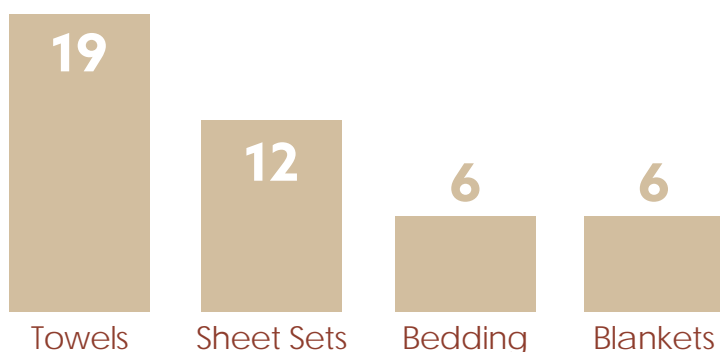
SAY 100% COTTON IS
IMPORTANT FOR HOME
TEXTILES

Consumers see the role
fiber plays in softness,
quality, function, and
comfort.

52%

LOOK TO DIGITAL
SOURCES FOR
INSPIRATION

Lean into digital as
consumers look to
make their home a
comfortable refuge.



■ Average # of Products Owned

PURCHASE DRIVERS

Sheets & Bedding

- Comfort 91%
- Quality 89%
- Softness 88%
- Durability 87%
- Perf. Features 80%

Towels

- Quality 89%
- Durability 89%
- Washes Clean 82%
- Softness 82%
- Absorbency 79%

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

Sheets & Bedding

- Quality 48%
- Softness 41%
- Stay Warm/Cool 39%
- Comfort 35%
- Washes Clean 33%

Towels

- Quality 47%
- Absorbency 42%
- Softness 40%
- Comfort 35%
- Washes Clean 33%

90%

more willing to buy a
sheet marketed to keep
you cool when sleeping



83%

consumers willing
to pay more for
quality.



INFO: MARKETINFORMATION@COTTONINC.COM LIFESTYLEMONITOR.COTTONINC.COM

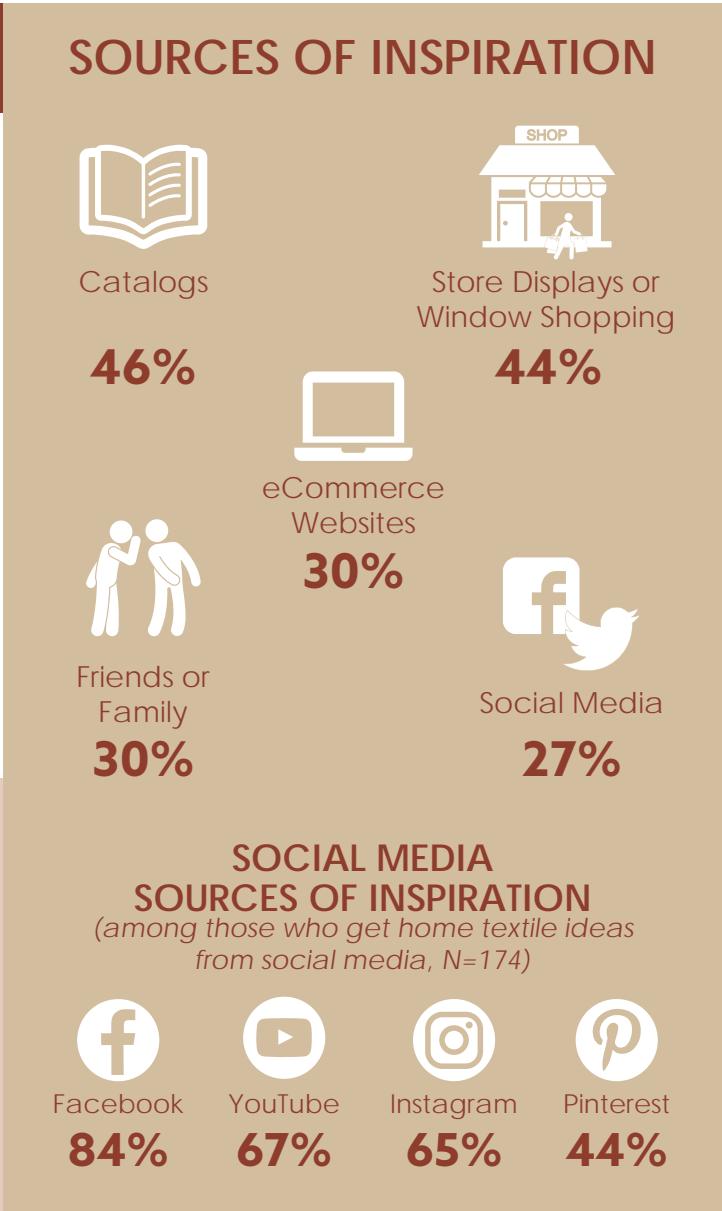
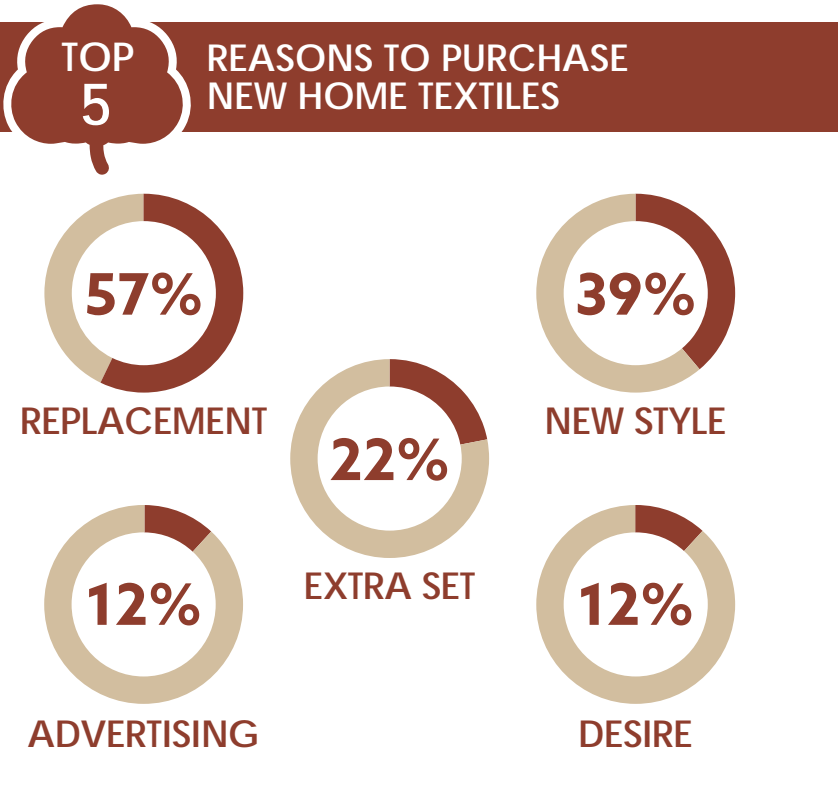
All content sourced from Cotton Incorporated's 2020 Home Textiles survey, a survey of 500 Mexican consumers conducted on March 12-15, 2020.

Additional Sources: ¹2020 Euromonitor International Economies and Consumers Annual Data

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MARKET OPPORTUNITIES

Physical stores play a strong role 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.



METHOD OF LAST PURCHASE MADE



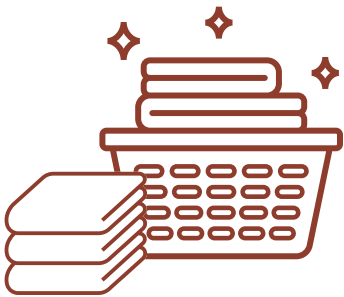
WHERE PURCHASES WERE MADE

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%



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