U.S. consumers spent $66.4 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 8.3% with $72 billion spent in 2024. Consumers seek comfort in soft, fluffy towels, sheets, bedding, and blankets; important qualities during this global crisis, as 79% of U.S. consumers say they “just want to curl up in a cozy bed.”

**Key Insights**

86% believe quality sheets and bedding help you sleep better.

73% say 100% cotton is important for home textiles.

61% look to digital sources for inspiration.

58% say it is important to know fiber content of home textile products because it tells them:

- Comfort: 90%
- Quality: 86%
- Durability: 83%
- Softness: 83%
- Price: 80%

73% say 100% cotton is important to them when shopping for home textiles.

78% consumers willing to pay more for quality.

73% of U.S. consumers say towels are important to them when shopping for home textiles.

- Quality: 86%
- Durability: 85%
- Softness: 84%
- Price: 80%
- Absorbency: 77%

- Comfort: 44%
- Quality: 42%
- Temp Control: 38%
- Softness: 37%
- Sweat Control: 29%
MARKET OPPORTUNITIES

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: 35%
- Desire: 13%
- Extra Set: 13%
- New Fiber: 13%

SOURCES OF INSPIRATION

- Store Displays or Window Shopping: 45%
- Friends or Family: 34%
- Retailer/Brand Websites: 31%
- Social Media: 28%

METHOD OF LAST PURCHASE MADE

- Online: 20%
- Online for In-Store Pickup: 4%
- In-Store: 76%

WHERE PURCHASES WERE MADE

**Sheets & Bedding**
- Mass Merchant: 46%
- Department Store: 22%
- Online Only: 12%
- Home Specialty: 11%

**Towels**
- Mass Merchant: 60%
- Department Store: 22%
- Online Only: 5%
- Home Specialty: 7%