GLOBALLY, consumers spent $201 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 12.4% with $226 billion spent in 2024. Consumers in each of 12 countries surveyed prize towels, sheets, and bedding that are high quality, soft, comfortable, and durable. They see the role fiber plays in delivering these purchase drivers, as 79% say that 100% cotton is important to them when purchasing home textiles.

**PRIMARY PURCHASE DRIVERS**

All Home Textiles

- **QUALITY** 82%
- **SOFTNESS/COMFORT** 80%
- **DURABILITY** 79%

**TOWELS**
- Quality, 70%
- Breathability, 71%
- Washes Clean, 79%

**SHEETS & BEDDING**
- Quality, 50%
- Softness, 46%
- Absorbency, 40%

- **PRICE** 70%
- Breathability, 71%
- Washes Clean, 82%

75% say it is important to know fiber content of home textile products because it tells them:

- Quality, 50%
- Softness, 46%
- Absorbency, 40%

80% believe quality sheets and bedding help you sleep better. 85% are more likely to purchase a sheet marketed as “soft and comfortable.” 55% experience two or fewer negative issues with textiles made from cotton.

79% say 100% cotton is important for home textiles.

INFO: MARKETING@COTTONINC.COM LIFESTYLEMONITOR@COTTONINC.COM

All content sourced from Cotton Incorporated’s 2020 Home Textiles survey, a survey of 6,000 consumers in the U.S., China, Japan, Vietnam, Thailand, India, Turkey, Mexico, Colombia, Germany, Italy, and the United Kingdom conducted from February 6 – April 8, 2020. Additional Sources: 2020 Euromonitor International Economies and Consumers Annual Data. AMERICA’S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.
Negative issues such as colors fading and fabric becoming rough or itchy can cause frustration and disappointment for home textiles consumers. While unavoidable over time, consumers report fewer issues when they purchase home textiles made of cotton. Brands can add value and meet key purchase drivers of quality and durability with the addition of performance features, including odor and stain resistance.

### Most Common Issues

<table>
<thead>
<tr>
<th>TOWELS</th>
<th>SHEETS &amp; BEDDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fading/Discoloration</td>
<td>Makes Me Sweat</td>
</tr>
<tr>
<td>Fabric Become Rough, Stiff, or Itchy</td>
<td>Fabric Become Rough, Stiff, or Itchy</td>
</tr>
<tr>
<td>Fabric Becomes Thin</td>
<td></td>
</tr>
<tr>
<td>Fabric Become Rough, Stiff, or Itchy</td>
<td>Pilling on the Fabric</td>
</tr>
</tbody>
</table>

#### Fading/Discoloration
- 41%

#### Fabric Become Rough, Stiff, or Itchy
- 38%

#### Fabric Becomes Thin
- 34%

#### Fabric Become Rough, Stiff, or Itchy
- 34%

#### Pilling on the Fabric
- 29%

### Performance Features Desired

94% of consumers would pay more for at least one performance feature.

**Top Features** (percentage who would pay more for feature):

- **Odor Resistance**: 86%
- **Antimicrobial**: 85%
- **Stain Resistance**: 84%
- **Temperature Control**: 84%
- **Moisture Management**: 83%