



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



CHINA: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



Most Recent Purchase

Top reasons for recent purchase:



29%

To replace old ones



23%

Upgrading



21%

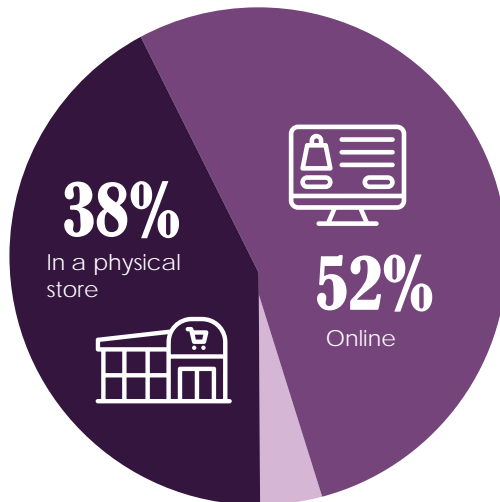
For a new style



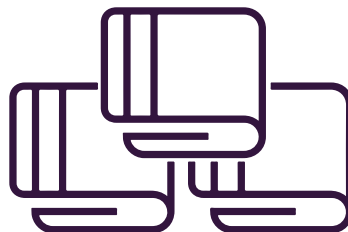
21%

Wanted more sustainable products

How purchased:



Purchase Drivers



Reasons for satisfaction:

42%

Comfort/ Softness/ Texture

21%

Absorbency

21%

Material/Fabric

Fiber Preference



80%
say it is very important to know the fiber content of bath towels

Reasons it is important:

46%

Makes a difference for comfort

41%

How soft or fluffy it feels

39%

Quality

39%

How safe the fiber is on the skin

9 OUT OF 10



consumers are likely to look for home textiles described as 100% cotton

