



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



MEXICO: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



Most Recent Purchase

Top reasons for recent purchase:



51%

To replace old ones



31%

Upgrading



26%

For a new style, color, or pattern



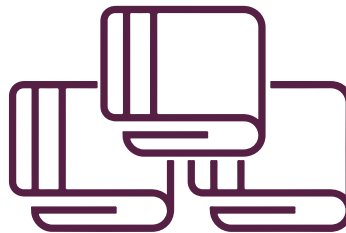
22%

To have additional

How purchased:



Purchase Drivers



Reasons for satisfaction:

38%

Comfort/
Softness/ Texture

27%

Style/ Color/ Pattern

26%

Material/Fabric

21%

Quality

Fiber Preference



78%
say it is very important to know the fiber content of bath towels

Reasons it is important:

58%

How soft or fluffy it feels

55%

Quality

49%

How well it absorbs

9 OUT OF 10



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



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2023 Home Textiles Survey, conducted on February 6, 2023, with 1,000 Mexican home textiles consumers.
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