



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# BATH TOWELS

U.S.: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



## Most Recent Purchase

Top reasons for recent purchase:



44%

To replace old ones



26%

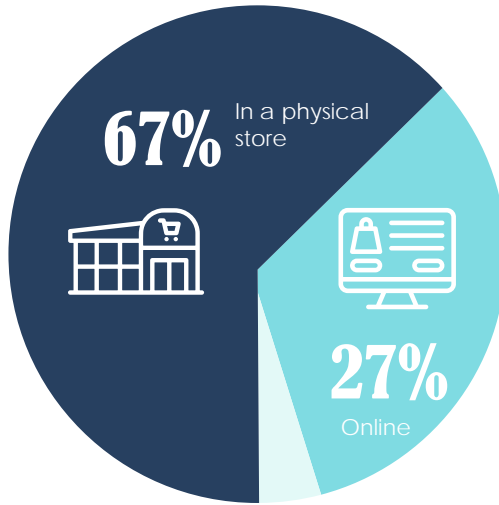
Upgrading



24%

Just wanted it

How purchased:



Reasons for satisfaction:

36%

Comfort/ Softness/ Texture

17%

Style/ Pattern/ Color

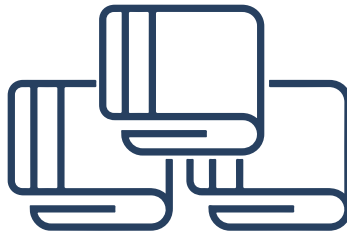
13%

Quality

13%

Price

## Purchase Drivers



## Fiber Preference



55% say it is very important to know the fiber content of bath towels

Reasons it is important:

57%

Quality

57%

How soft or fluffy it feels

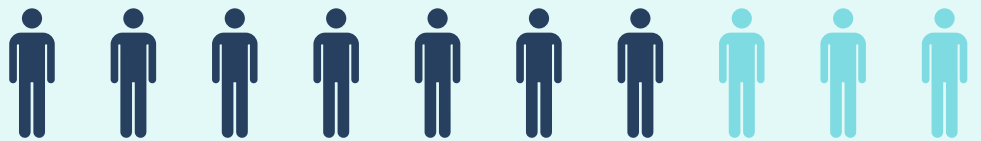
45%

Makes a difference for comfort

44%

How well it absorbs

# 7 OUT OF 10



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

