

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

EETS & BEDDING

MEXICO: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING



Most Recent Purchase

Top reasons for recent purchase:



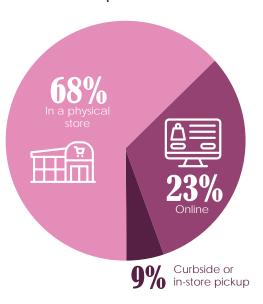
For a new style, color, or pattern





To have additional

How purchased:





Reasons for satisfaction:

Comfort/ Softness/Texture

Style/Pattern/Color

Material/Fabric

27% Quality

Purchase Drivers



Fiber Preference



say it is very important to know the fiber content of sheets and bedding Reasons it is important (sheets only):

53% Quality

51% How soft or fluffy it feels

42% Ability to keep me warm or cool

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

