



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

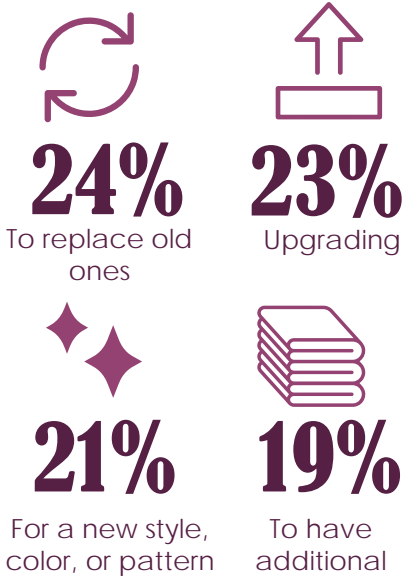
# SHEETS & BEDDING

MEXICO: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING

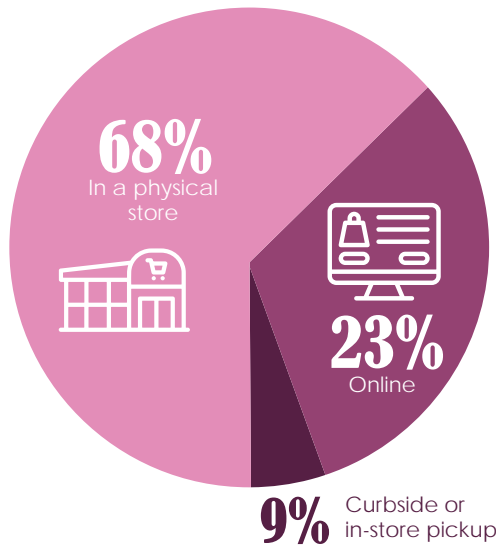


## Most Recent Purchase

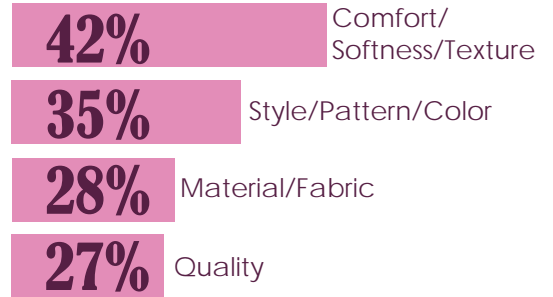
Top reasons for recent purchase:



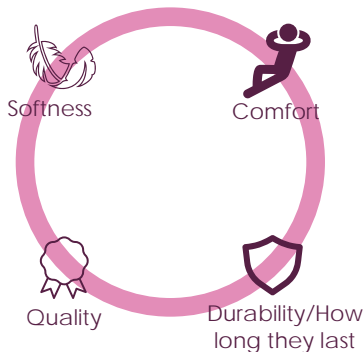
How purchased:



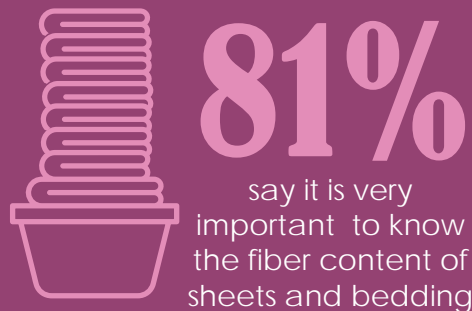
Reasons for satisfaction:



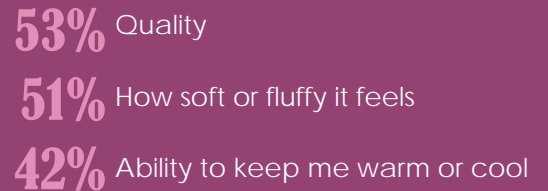
## Purchase Drivers



## Fiber Preference



Reasons it is important (sheets only):



# 9 OUT OF 10



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

