



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS & BEDDING

U.S.: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING

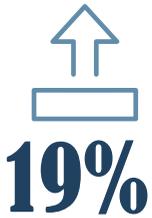


Most Recent Purchase

Top reasons for recent purchase:



To replace old ones



Upgrading



19%

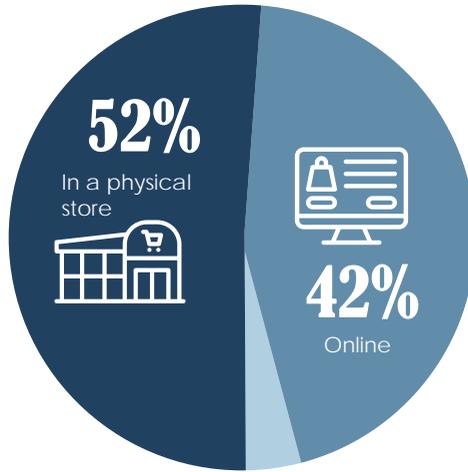
Just wanted it



18%

For a new style, color, or pattern

How purchased:



6% Curbside or in-store pickup



Reasons for satisfaction:

40%

Comfort/
Softness/Texture

21%

Style/Pattern/Color

12%

Fabric/Material

Purchase Drivers (Sheets Only)



Fiber Preference



63%

say it is very important to know the fiber content of sheets and bedding

Reasons it is important (sheets only):

54% Quality

49% Makes a difference for comfort

49% How soft or fluffy it feels

48% Ability to keep me warm or cool

87%

of consumers say quality sheets and bedding can help you sleep better



7 OUT OF 10

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

