



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SHEETS



GERMANY: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



68%
To replace
old ones



34%
For a new
color



30%
For a new
style



7

Average number
of sheets owned

51%

purchase new
sheets 2x/year or
more

WHAT DO THEY LOOK FOR?



82%

Quality



75%

Durability to
laundering



74%

Softness



72%

Does not
hold odor



71%

How long
it lasts



66%

Color



72%



prefer sheets made of cotton

CONSUMERS SAY SHEETS MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS ARE:



85%
Highest
quality



85%
Most
reliable



84%
Most
sustainable



82%
Most
comfortable



80%
Softest



77%
Lasts the
longest



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2024 Global Home Textiles Survey, conducted on December 30-31, 2024 among N=7,163 consumers in China, Germany, Mexico, U.K., and U.S.
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