

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

HEETS





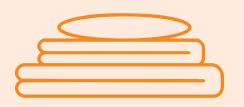
WHY DO CONSUMERS BUY NEW SHEETS?





color





Average number of sheets owned

purchase new sheets 2x/year or

WHAT DO THEY LOOK FOR?

Quality

Durability to laundering

Softness

Does not hold odor

How long it lasts



prefer sheets made of cotton

Color



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



quality



Most reliable



Most sustainable



Most comfortable



80% Softest



Lasts the longest

