



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

## BATH TOWELS



MEXICO: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



### WHY DO CONSUMERS BUY NEW BATH TOWELS?



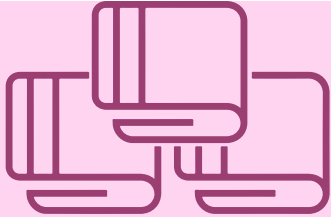
**75%**  
To replace old ones



**27%**  
For a new fiber or fabric



**25%**  
For a new color



**8**

Average number of towels owned

**69%**

purchase new towels 2x/year or more

### WHAT DO THEY LOOK FOR?



**93%**

Quality



**89%**

Absorbency



**88%**

How long it lasts



**88%**

Softness



**86%**

Does not hold odor



**82%**

Performance features



**85%**



prefer bath towels made of cotton

### CONSUMERS SAY BATH TOWELS MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS ARE:



**90%**  
Softest



**89%**  
Most comfortable



**88%**  
Most absorbent



**87%**  
Most reliable



**86%**  
Highest quality



**76%**  
Most sustainable



**72%**  
Lasts the longest



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto: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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