



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



U.S.: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



WHY DO CONSUMERS BUY NEW BATH TOWELS?



69%

To replace old ones



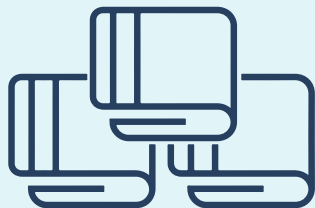
30%

For a new color



24%

I just wanted them



11

Average number of towels owned

57%

purchase new towels 2x/year or more

WHAT DO THEY LOOK FOR?



79%

Quality



77%

Softness



73%

Does not hold odor



71%

How long it lasts



71%

Durability to laundering



68%

Price



75%



prefer bath towels made of cotton

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



86%

Most comfortable



81%

Most absorbent



81%

Most reliable



80%

Highest quality



79%

Softest



77%

Lasts the longest



76%

Most sustainable



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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