



## COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS **BEDDING**



CHINA: WHAT CONSUMERS LOOK FOR IN BEDDING



### WHY DO CONSUMERS BUY NEW BEDDING?



**33%**

For a new print  
or pattern



**33%**

For a new  
color



**30%**

For a new  
style



**6**

Average number  
of bedding owned

**77%**

purchase new  
bedding 2x/year  
or more

### WHAT DO THEY LOOK FOR?



**82%**

Quality



**78%**

Does not  
hold odor



**78%**

100%  
Cotton



**78%**

Softness



**77%**

Stretch



**75%**

Performance  
features



**40%**



prefer bedding made of cotton

### CONSUMERS SAY BEDDING MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS IS:



**64%**

Most  
reliable



**61%**

Most  
comfortable



**60%**

Softest



**58%**

Highest  
quality



**56%**

Most  
sustainable



**50%**

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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