



COTTON INCORPORATED'S THINGS TO KNOW ABOUT...

DORM DÉCOR



WHY IS FURNISHING AND DECORATING YOUR/YOUR CHILD'S DORM IMPORTANT TO YOU?

"IT HELPS MY KID FEEL AT HOME, COMFORTABLE, AND LESS HOMESICK."

-38M PARENT

"I LIKE MAKING IT ORIGINAL AND MY OWN SPACE."

-20F STUDENT

DORM DÉCOR IS IMPORTANT TO MANY

% SAY FURNISHING AND DECORATING STUDENTS' DORM VERY IMPORTANT

78% 
PARENTS

72% 
STUDENTS

TOP ITEMS TO PURCHASE



81% BED SHEETS



79% BATH TOWELS



79% BEDDING



71% CLOSET ORGANIZATION



64% WALL ART



56% AREA RUGS



55% EXTRA SEATING



55% CURTAINS



55% THROW PILLOWS



38% BED SKIRT

HOME TEXTILES PURCHASE DRIVERS



QUALITY



DURABILITY



SOFTNESS



EASY TO CLEAN



STYLE

EXPECT TO UPDATE TEXTILES

AUG-DEC JAN-MAY 30% EVERY SEMESTER

AUG-MAY 41% ONCE A YEAR

3 OUT OF 4

PREFER HOME TEXTILES MADE FROM COTTON



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2025 Dorm Décor Survey, a survey of n=349 college students and n=331 parents of college students in the U.S.
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