



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS

MEXICO: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



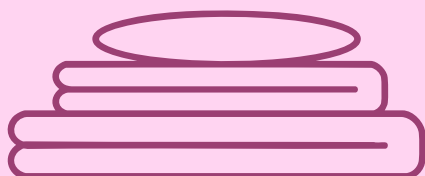
69%
To replace old ones



37%
For a new color



28%
For a new fiber or fabric



7

Average number of sheets owned

65%

purchase new sheets 2x/year or more

WHAT DO THEY LOOK FOR?



94%

Softness



90%

Quality



88%

How long it lasts



83%

Performance features



83%

100% Cotton



82%

Does not hold odor



79%



prefer sheets made of cotton

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



92%

Most comfortable



88%

Highest quality



87%

Most reliable



87%

Softest



80%

Most sustainable



75%

Lasts the longest



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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