



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS SHEETS

U.K.: WHAT CONSUMERS LOOK FOR IN SHEETS



WHY DO CONSUMERS BUY NEW SHEETS?



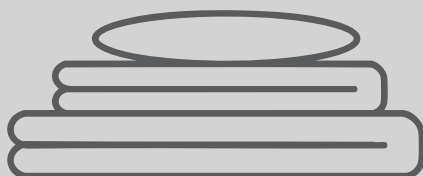
64%
To replace old ones



29%
For a new color



24%
For a new style



6

Average number of sheets owned

55%

purchase new sheets 2x/year or more

WHAT DO THEY LOOK FOR?



78%

Quality



72%

Softness



68%

Durability to laundering



68%

Does not hold odor



67%

Price



66%

How long it lasts



70%



prefer sheets made of cotton

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



86%

Most comfortable



86%

Highest quality



83%

Softest



81%

Most reliable



78%

Lasts the longest



78%

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.
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2025 Cotton Incorporated.