



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



CHINA: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



Most Recent Purchase

Top reasons for recent purchase:



29%

To replace old ones



23%

Upgrading



21%

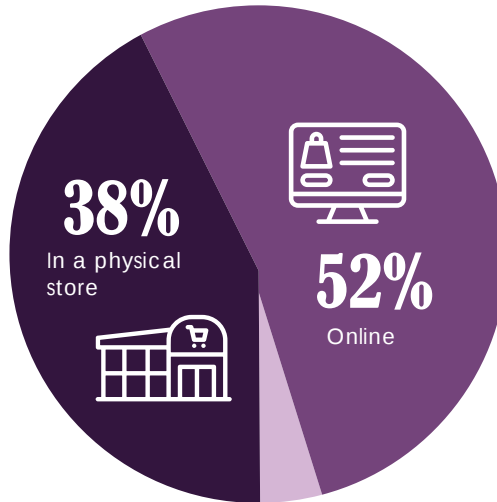
For a new style



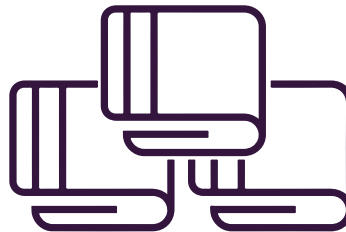
21%

Wanted more sustainable products

How purchased:



Purchase Drivers



Reasons for satisfaction:

42%

Comfort/
Softness/ Texture

21%

Absorbency

21%

Material/Fabric

Fiber Preference



80%
say it is very important to know the fiber content of bath towels

Reasons it is important:

46%

Makes a difference for comfort

41%

How soft or fluffy it feels

39%

Quality

39%

How safe the fiber is on the skin

9 OUT OF 10



consumers are likely to look for home textiles described as 100% cotton



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2023 Home Textiles Survey, conducted on February 6, 2023, with 1,000 Chinese home textiles consumers.
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