



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



CHINA: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



WHY DO CONSUMERS BUY NEW BATH TOWELS?



34%

For a new print or pattern



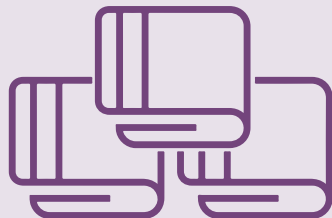
31%

For new innovations or technologies



28%

For a new color



5

Average number of towels owned

86%

purchase new towels 2x/year or more

WHAT DO THEY LOOK FOR?



79%

Quality



79%

Softness



78%

Absorbency



77%

100% Cotton



76%

Does not hold odor



74%

Performance features



51%



prefer bath towels made of cotton

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



70%

Most comfortable



69%

Softest



68%

Highest quality



67%

Most absorbent



67%

Most reliable



63%

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.
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