



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



GERMANY: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



WHY DO CONSUMERS BUY NEW BATH TOWELS?



70%

To replace
old ones



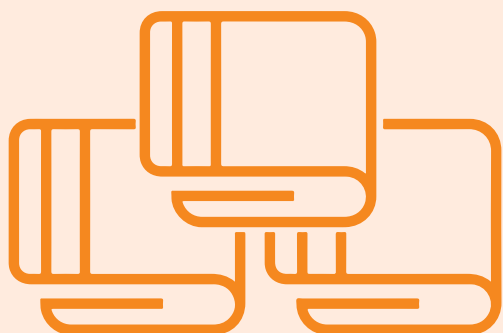
33%

For a new
color



27%

For a new
style



10

Average number
of towels owned

46%

purchase new
towels 2x/year or
more

WHAT DO THEY LOOK FOR?



80%

Quality



72%

Softness



72%

Durability to
laundrying



69%

Does not
hold odor



69%

100%
Cotton



67%

How long
it lasts



79%



prefer bath towels made of cotton

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



86%
Highest
quality



85%
Most
comfortable



85%
Most
absorbent



84%
Most
reliable



81%
Most
sustainable



79%
Softest



77%
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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