



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS

MEXICO: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



WHY DO CONSUMERS BUY NEW BATH TOWELS?



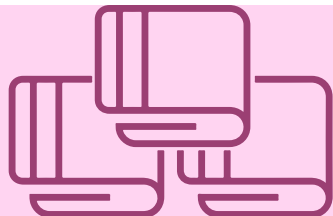
75%
To replace old ones



27%
For a new fiber or fabric



25%
For a new color



8

Average number of towels owned

69%

purchase new towels 2x/year or more

WHAT DO THEY LOOK FOR?



93%

Quality



89%

Absorbency



88%

How long it lasts



88%

Softness



86%

Does not hold odor

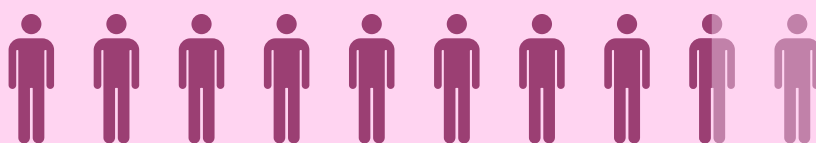


82%

Performance features



85%



prefer bath towels made of cotton

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



90%
Softest



89%
Most comfortable



88%
Most absorbent



87%
Most reliable



86%
Highest quality



76%
Most sustainable



72%
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. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2025 Cotton Incorporated.