



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

## BATH TOWELS

U.K.: WHAT CONSUMERS LOOK FOR IN BATH TOWELS



### WHY DO CONSUMERS BUY NEW BATH TOWELS?



71%

To replace old ones



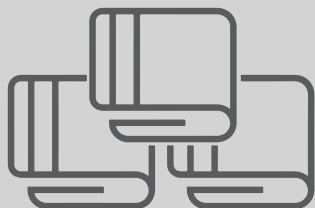
27%

For a new color



20%

For a new style



7

Average number of towels owned

51%

purchase new towels 2x/year or more

### WHAT DO THEY LOOK FOR?



80%

Quality



76%

Softness



72%

Absorbency



69%

Does not hold odor



67%

Durability to laundering



67%

How long it lasts



72%



prefer bath towels made of cotton

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



82%

Most comfortable



81%

Highest quality



80%

Most reliable



79%

Softest



78%

Most absorbent



75%

Most sustainable



73%

Lasts the longest



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto: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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