



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

BATH TOWELS



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



Most Recent Purchase

Top reasons for recent purchase:



44%

To replace old ones



26%

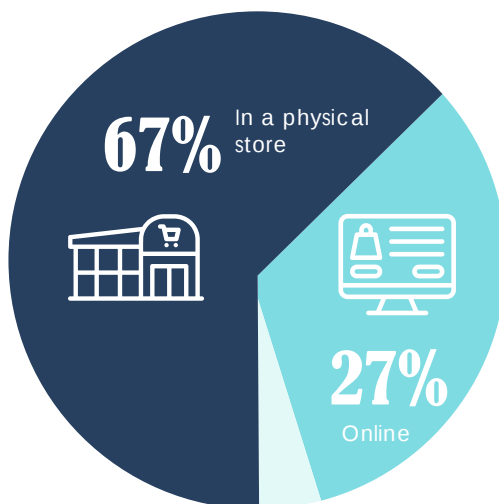
Upgrading



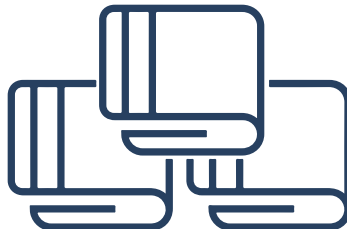
24%

Just wanted it

How purchased:



Purchase Drivers



Reasons for satisfaction:

36%

Comfort/Softness/ Texture

17%

Style/ Pattern/ Color

13%

Quality

13%

Price

Fiber Preference



55%
say it is very important to know the fiber content of bath towels

Reasons it is important:

57%

Quality

57%

How soft or fluffy it feels

45%

Makes a difference for comfort

44%

How well it absorbs

7 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 U.S. consumers.
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