



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS **BEDDING**



CHINA: WHAT CONSUMERS LOOK FOR IN BEDDING



WHY DO CONSUMERS BUY NEW BEDDING?



33%

For a new print
or pattern



33%

For a new
color



30%

For a new
style



6

Average number
of bedding owned

77%

purchase new
bedding 2x/year
or more

WHAT DO THEY LOOK FOR?



82%

Quality



78%

Does not
hold odor



78%

100%
Cotton



78%

Softness



77%

Stretch



75%

Performance
features



40%



prefer bedding made of cotton

CONSUMERS SAY BEDDING MADE OF COTTON, COMPARED TO THOSE MADE OF OTHER FIBERS IS:



64%

Most
reliable



61%

Most
comfortable



60%

Softest



58%

Highest
quality



56%

Most
sustainable



50%

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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