



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BEDDING



GERMANY: WHAT CONSUMERS LOOK FOR IN BEDDING



WHY DO CONSUMERS BUY NEW BEDDING?



67%
To replace
old ones



31%
For a new
style



30%
For a new
color



7

Average number
of bedding owned

44%

purchase new
bedding 2x/year
or more

WHAT DO THEY LOOK FOR?



80%

Quality



78%

Stretch



70%

Softness



69%

Durability to
laundrying



68%

Does not
hold odor



64%

How long
it lasts



74%



prefer bedding made of cotton

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



85%
Highest
quality



85%
Most
reliable



84%
Most
comfortable



81%
Most
sustainable



79%
Softest



79%
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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