



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



U.K.: WHAT CONSUMERS LOOK FOR IN BEDDING



WHY DO CONSUMERS BUY NEW BEDDING?



62%
To replace
old ones



31%
For a new
color



30%
For a new
style



7

Average number
of bedding owned

55%

purchase new
bedding 2x/year
or more

WHAT DO THEY LOOK FOR?



78%

Quality



75%

Softness



73%

Stretch



69%

Does not
hold odor



68%

Price



67%

Durability to
laundering



74%



prefer bedding made of cotton

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



87%

Most
comfortable



85%

Highest
quality



80%

Most
reliable



79%

Most
sustainable



79%

Softest



78%

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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