



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



U.S.: WHAT CONSUMERS LOOK FOR IN BEDDING



WHY DO CONSUMERS BUY NEW BEDDING?



61%
To replace
old ones



32%
For a new
color



30%
For a new
style



7

Average number
of bedding owned

54%

purchase new
bedding 2x/year
or more

WHAT DO THEY LOOK FOR?



76%

Softness



75%

Quality



72%

Does not
hold odor



70%

Stretch



68%

Durability to
laundering



65%

How long it
lasts



64%



prefer bedding made of cotton

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



79%
Most
reliable



78%
Most
comfortable



78%
Softest



76%
Most
sustainable



75%
Highest
quality



69%
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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