



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BLANKETS



CHINA: WHAT CONSUMERS LOOK FOR IN BLANKETS



Most Recent Purchase

Top reasons for recent purchase:



19%
Upgrading



17%
To replace old ones

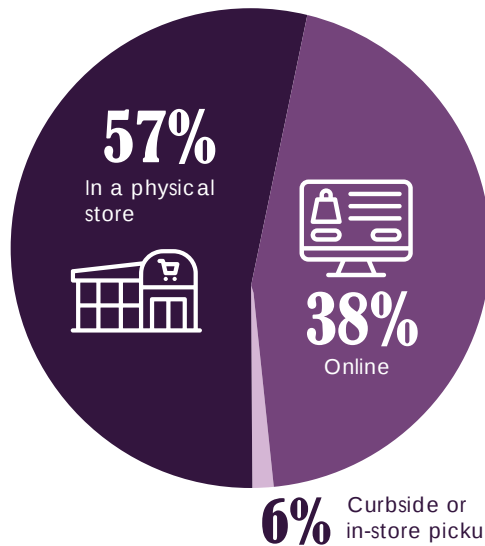


17%
For a new style



17%
Wanted more sustainable or natural products

How purchased:



Reasons for satisfaction:

48% Comfort/ Softness/Texture

16% Material/ Fabric

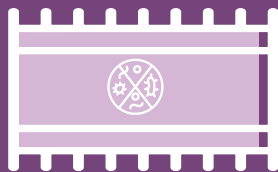
16% Keeps me warm

9 out of 10

consumers are likely to look for home textiles described as 100% cotton

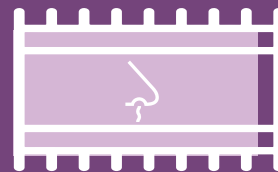
Performance Features

% consumers willing to pay more for the following performance features:



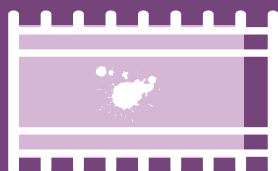
Antimicrobial

96%



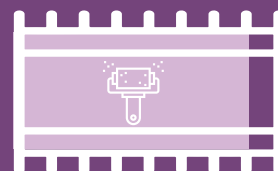
Odor resistance

95%



Stain resistance

94%



Low linting

94%



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 Chinese home textiles consumers.
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2023 Cotton Incorporated.