



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BLANKETS



MEXICO: WHAT CONSUMERS LOOK FOR IN BLANKETS

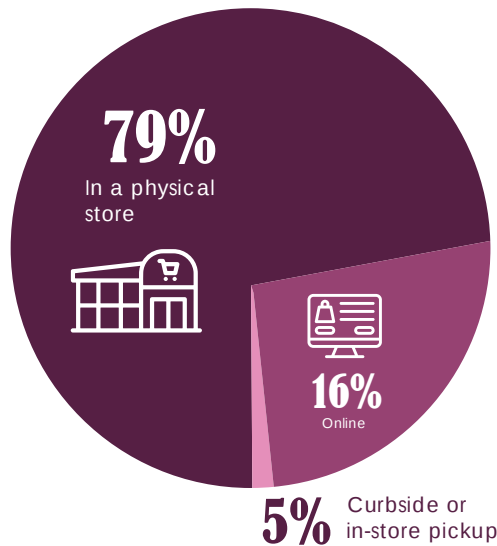


Most Recent Purchase

Top reasons for recent purchase:



How purchased:



Reasons for satisfaction:



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:



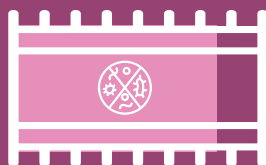
Stain resistance

89%



Odor resistance

88%



Antimicrobial

88%



Moisture management

87%



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