



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS BLANKETS



U.S.: WHAT CONSUMERS LOOK FOR IN BLANKETS



Most Recent Purchase

Top reasons for recent purchase:



25%

Just wanted it



19%

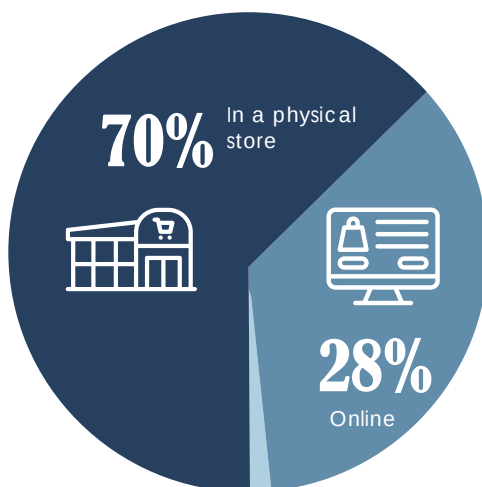
To replace old ones



18%

For a new style

How purchased:



2% Curbside or in-store pickup



Reasons for satisfaction:

62%

Comfort/
Softness/Texture

24%

Keeps me warm

18%

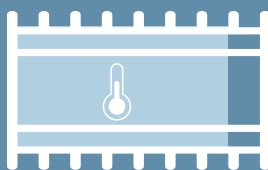
Style/Pattern/Color

7 out of 10

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

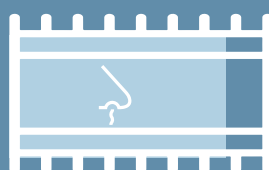
Performance Features

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



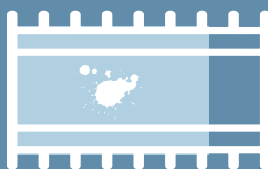
Temperature control

82%



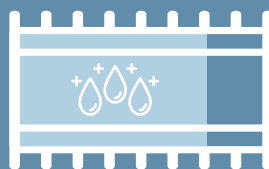
Odor resistance

81%



Stain resistance

79%



Moisture management

78%



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 U.S. consumers.
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