

INSIGHTS

HOME TEXTILES: BATH TOWELS



U.S. home textile spending amounted to \$54.5 billion in 2016 and is projected to grow by one-fifth to \$66.5 billion in 2030¹. Bath towels are an integral part of the home textile market, accounting for 1 in 5 home textile products imported into the U.S. on a fiber weight basis². Although consumers are destination-specific in their bath towel purchases, they are not loyal to one particular brand. The lackluster performance of major retailers in recent years coupled with increased store closures could result in opportunities for new entrants to emerge.

KEY INSIGHTS

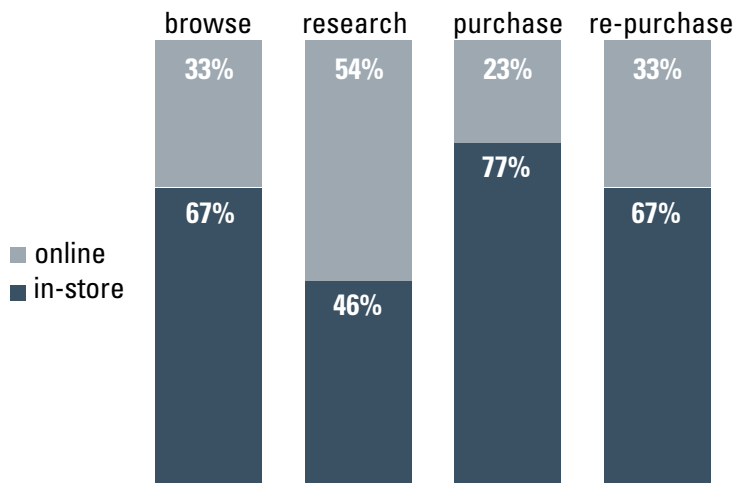
- Create compelling digital content to inspire consumers to complete their shopping journey at brick and mortar stores.
- Gain new customers by taking advantage of the lack of brand loyalty in the bath towel market.
- Focus your marketing efforts by reminding shoppers how 100% cotton bath towels can meet their requirements for softness, quality, and performance.



3 in 5 consumers do not have a favorite brand of bath towels.

BATH TOWEL SHOPPING JOURNEY

% WHO PREFER THE FOLLOWING TAKE PLACE ONLINE OR IN-STORE...



OWNERSHIP & PURCHASE HABITS



9.4

average # of bath towels owned & used regularly



1.5 yrs

average time before consumers shop for new towels



\$13

average price paid per towel

RETAIL CHANNELS SHOPPED MOST

36% mass merchants

16% chain stores

12% department stores

10% specialty stores

7% online-only stores



SOURCES OF INSPIRATION FOR BATH TOWEL PURCHASES



store displays

45%



retailer websites

25%



friends or family

22%



TV

18%



magazines

18%

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100% cotton bath towels remain the dominate offering at retail and the preference among consumers. In fact, focusing marketing efforts to remind shoppers how 100% cotton bath towels meet their requirements for softness, quality, and performance along with secondary requirements for reliability and sustainability may be an effective strategy to help brands appeal to consumers.

PRIMARY PURCHASE DRIVERS

% SAYING THE FOLLOWING FACTORS ARE VERY IMPORTANT TO THEIR BATH TOWEL PURCHASES...



63% softness



61% quality



61% price



61% absorbency



58% no hold odor



55% durability



More than 9 in 10 bath towels available at key U.S. retailers are 100% cotton.

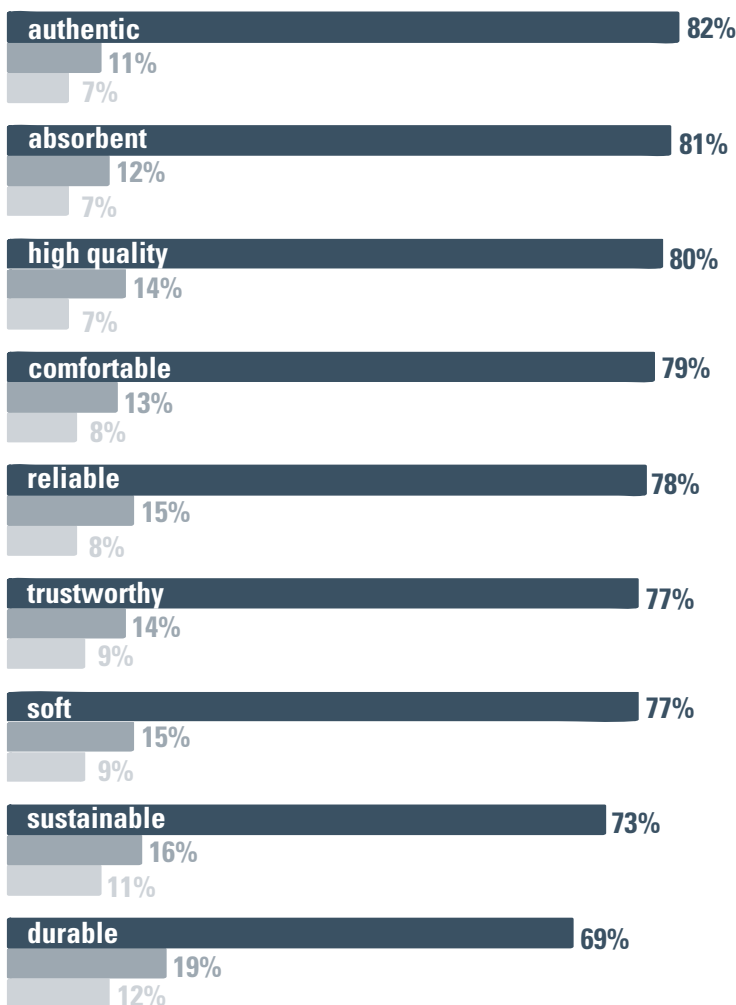


More than 4 in 5 consumers prefer cotton-rich bath towels.

ATTRIBUTES CONSUMERS ASSOCIATE WITH 100% COTTON BATH TOWELS

% SAYING 100% COTTON TOWELS ARE THE MOST...
(COMPARED TO COTTON BLENDS & 100% POLYESTER)*

■ 100% cotton ■ cotton/manmade fibers blend ■ polyester



Sources: Cotton Incorporated 2017 Home Textiles Survey – survey of 2,000 men & women, ages 18-70 who purchase or have influence over the purchase of home textiles. Cotton Incorporated 2016 Home Textile Audit – in-store & online retail audit of bath towels, sheets, & bedding at key mass, chain, department, & specialty home textile retailers in the U.S. **External sources:** Euromonitor International¹ OTEXA & USDA²*percentages rounded to the nearest whole number



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