



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DISINFECTING WIPES



WHAT U.S. CONSUMERS LOOK FOR IN WIPES



Among the 49% who use disinfecting wipes



82%

use multiple times per week

78%

started using or increased their use during the pandemic



76% to protect from germs and bacteria other than COVID-19

74% to protect from COVID-19

Wipes Primary Purchase Drivers

% consider factor very important for purchase



90%

Wipes stay wet in package



86%

Cleans visible mess (dirt, spills)



85%

Cleans invisible mess (germs, bacteria)



80%

Strong, does not tear

Cotton Performs Better

% believe cotton wipes perform better on attribute than wipes made of synthetic fibers



59%

Strong, does not tear



57%

Cleans invisible mess (germs, bacteria)



56%

Wipes stay wet in package



55%

Cleans visible mess (dirt, spills)



Seal of Cotton Boost

"Disinfecting wipes with this logo..."



90%
contain cotton



78%
are more trustworthy



60%
I am willing to pay more



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated 2022 Global Wipes Survey, conducted August 18-25, 2022 with 1,000 U.S. consumers.
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