



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SHEETS & BEDDING



CHINA: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING



Most Recent Purchase

Top reasons for recent purchase:



23%

For a new style, color, or pattern



19%

Upgrading



19%

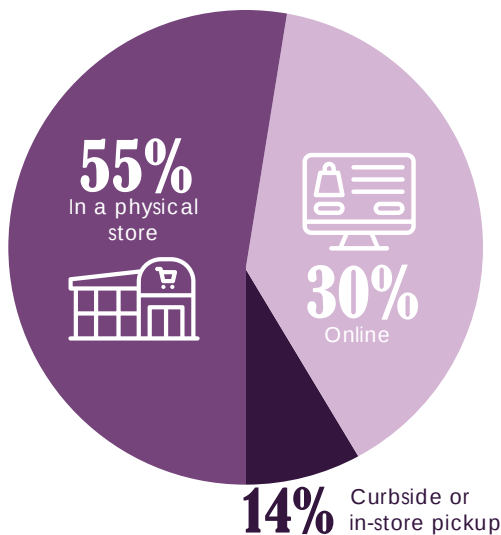
To replace old ones



18%

For new innovations

How purchased:



Reasons for satisfaction:

36%

Comfort/
Softness/Texture

25%

Quality

18%

Style/Pattern/Color

14%

Keeps me warm or cool

Purchase Drivers



Fiber Preference



87%

say it is very important to know the fiber content of sheets and bedding

Reasons it is important (sheets only):

41%

Makes a difference for comfort

38%

Safety of fiber against skin

37%

Quality

36%

Ability to keep me warm or cool

9 OUT OF 10



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



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.
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