



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

SHEETS & BEDDING

MEXICO: WHAT CONSUMERS LOOK FOR IN SHEETS & BEDDING



Most Recent Purchase

Top reasons for recent purchase:

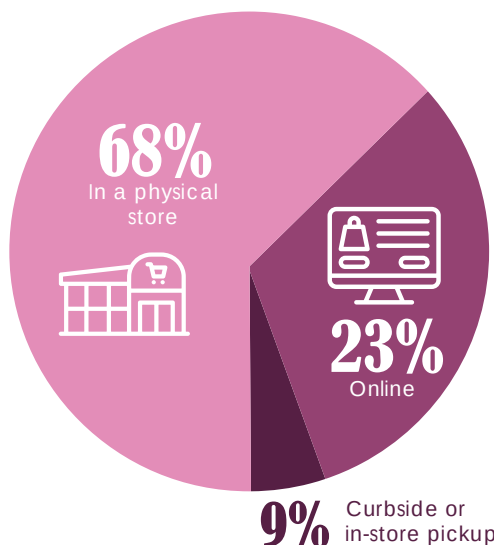

24%
To replace old ones


23%
Upgrading

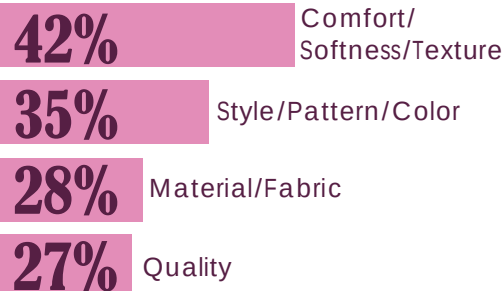

21%
For a new style, color, or pattern


19%
To have additional

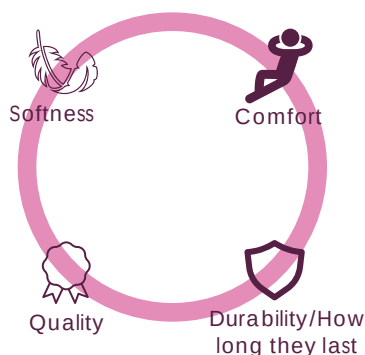
How purchased:



Reasons for satisfaction:



Purchase Drivers

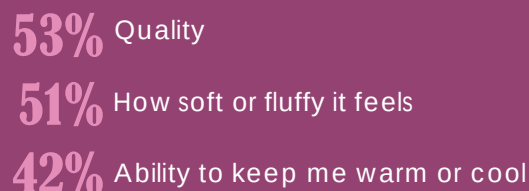


Fiber Preference



81%
say it is very important to know the fiber content of sheets and bedding

Reasons it is important (sheets only):



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 Mexican home textiles consumers.
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