

Home Linens - US - 2023

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This report looks at the following areas:

- The types of home linens that consumers own, and what types of home linens consumers are most interested in
- How recently consumers made their last home linen purchase and the reasons that consumers are purchasing home linens
- Where consumers prefer to purchase home linens and what factors go into their home linen decisions
- How consumers feel about home linens and what purpose they serve in their home

Home linens are a household staple, yet most consumers approach the category with a functional mindset, challenging significant sales growth. What's more, the recently reinvigorated appreciation for the home spurred purchases as adults sought to create a comfortable home that echoed their style interests, potentially resulting in longer replacement cycles.

Still, opportunities exist in the home linens category for brands to emphasize product innovations, especially innovations that deliver health benefits or a higher quality product. Focusing on younger demographics that are engaged and willing to spend in the category as their home takes shape presents the strongest opportunity for market players.



"The past few years have prompted consumers to focus on re-examining their home space. For many, the home is an extension of self, and consumers seek home linens that complement their unique personalities. However, consumers expect their home linens to provide health and beauty benefits in addition to being aesthetically pleasing."
 – Dorothy Kotscha, Health Analyst

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