

The New Home Textiles Landscape – What's Needed to Survive and Thrive Tomorrow

Helping The Textiles Industry Find Opportunities For Growth

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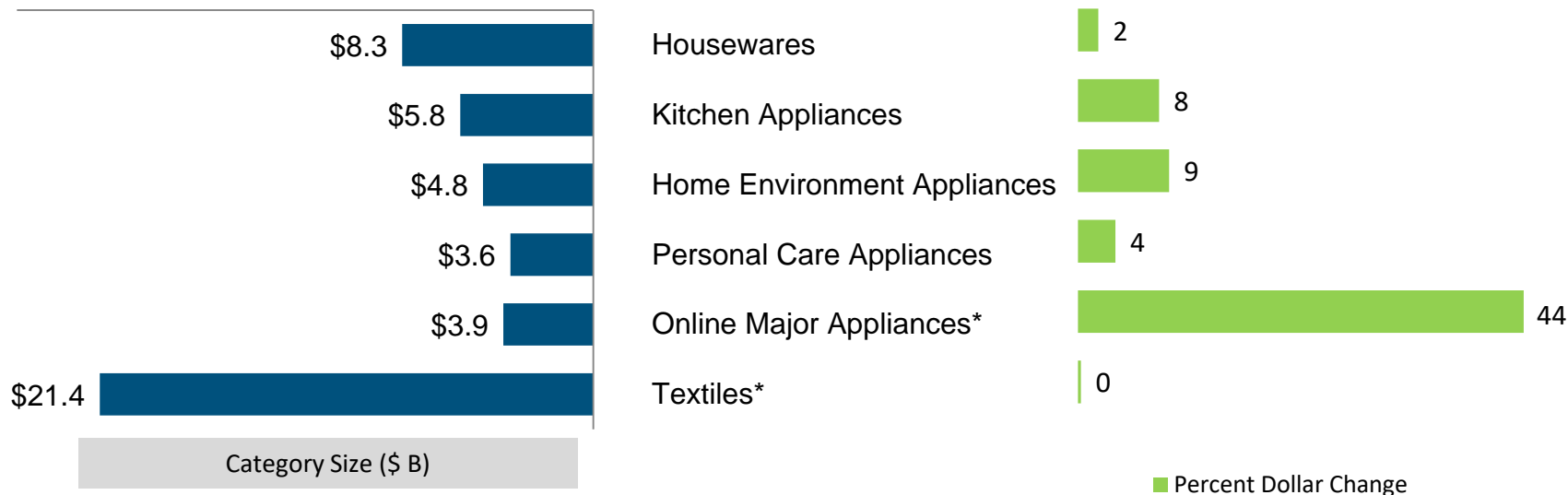
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Home Industry Trends:

The Home Industry had a good year growing in dollar sales, with all segments growing as consumer spend more time in their homes.

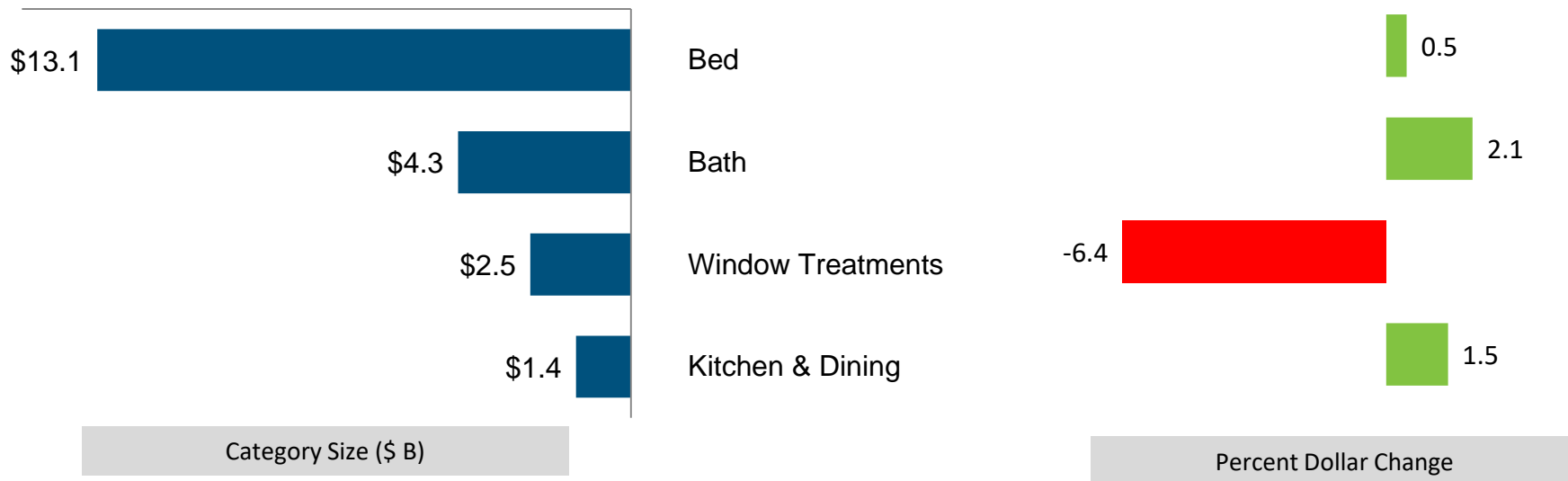
Home Industry – 52 WE March 31, 2018 - Dollar Size and Trend (% chg. Vs. LY)



Textile Segment Trends:

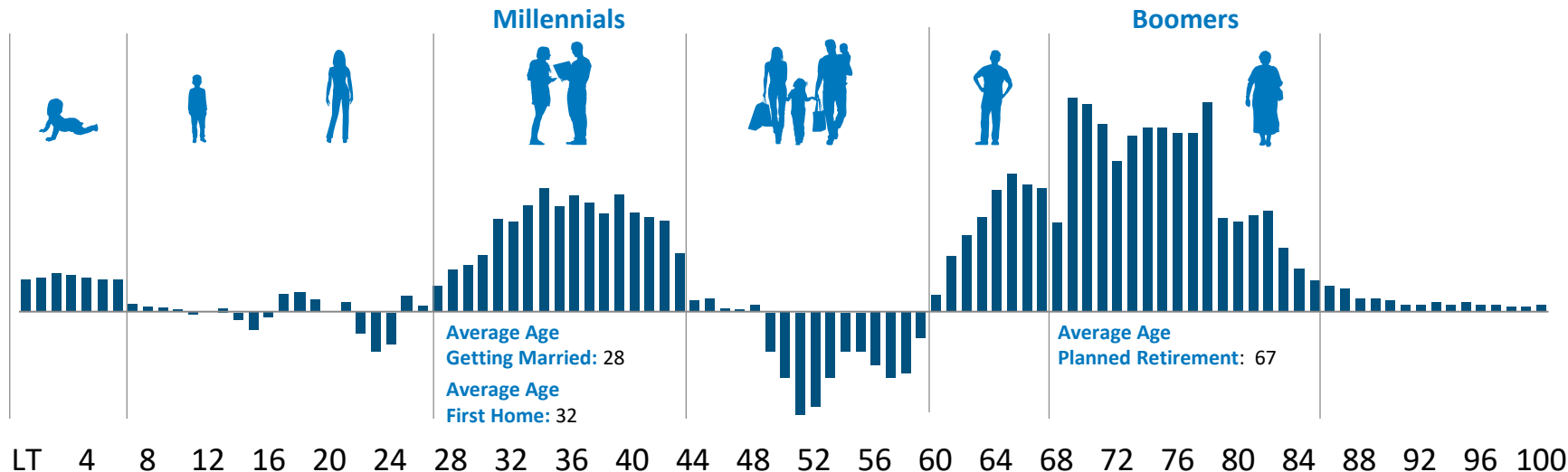
Kitchen & Bath are leading growth leveraging the increase interest in eating and entertaining more in home.

Textiles Trends – 12 Months Ending March 2018 - Dollar Size and Trend



The population shifts are favorable increasing our needs for Health & Wellness, Entertaining, and Convenience.

Change in Population by Individual Age
2015–2025



Source: U.S. Census

Are there opportunities to better market towards life moments? Where should we in Textiles insert ourselves?



Source: The NPd Group / Checkout Advanced Analytics, 2016 & 2017

Food For Thought

This Is The Time To Invest

Increase Share of Mind At Life Moments

Solve Consumer Needs Both In Design and Function