



10 THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN CHINA

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):

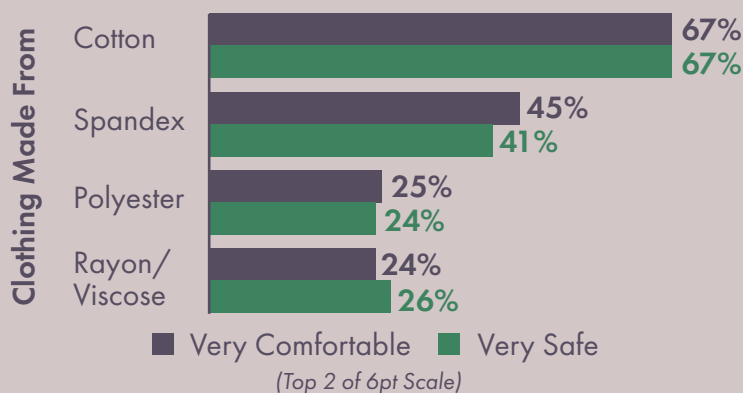
AGE



Consumers are seeking out comfort:



Consumers rate clothing made from cotton the most comfortable and the safest.



57%

of consumers say they feel "very afraid these days"



WOMEN **61%**

MEN **53%**

Consumers are split, with similar numbers spending more as spending less:



45% spending more than before the pandemic

38% spending less than before the pandemic

17% spending about the same as before the pandemic

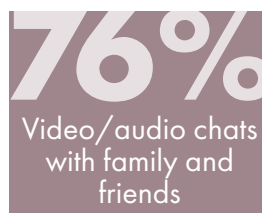
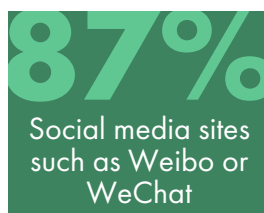


Household Supplies **61%** and Food/Product deliveries **60%** are the largest categories for extra spending.

62%

of consumers are shopping online more than before the pandemic

Consumers are spending extra time online doing the following activities:



70%

expect this experience to change the way they shop in the future.

For More Information Contact: Corporate Strategies & Insights at MarketInformation@cottoninc.com

Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in China conducted on March 20, 2020.
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.