

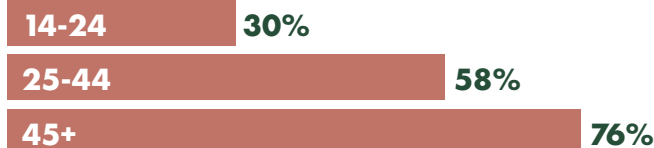


10 THINGS TO KNOW ABOUT...

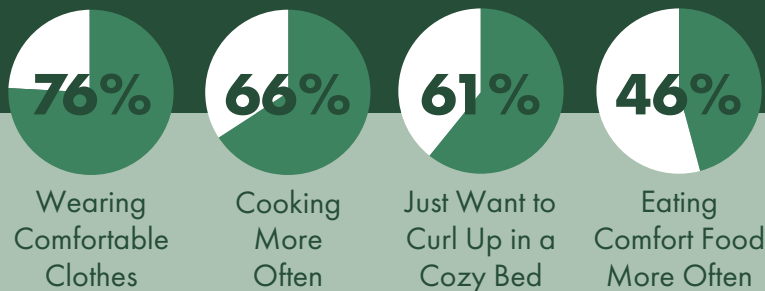
COVID-19 & CONSUMER CONCERNS IN ITALY

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

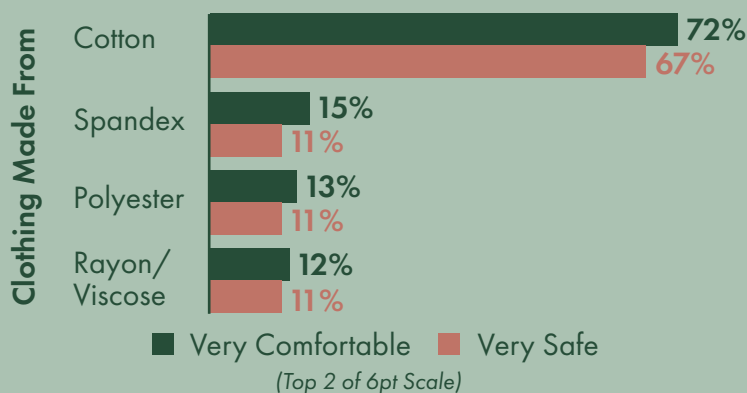
AGE



Consumers are seeking out comfort:

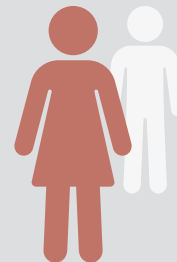


Consumers rate clothing made from cotton the most comfortable and the safest.



80%

of consumers say they feel "very afraid these days"



WOMEN 89%

MEN 72%

Most consumers are spending less money than before the pandemic:



19% spending more than before the pandemic

63% spending less than before the pandemic

19% spending about the same as before the pandemic



Groceries 50% and Household Supplies 42% are the largest categories for extra spending.

28%

of consumers are shopping online more than before the pandemic

Consumers are spending extra time online doing the following activities:

81%
Reading/Watching the News

74%
Video/Audio chats with friends and family

66%
Watching videos on platforms such as Facebook.

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 Italy conducted on March 20th & 21st, 2020. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.