



COTTON INCORPORATED'S SUPPLY CHAIN **INSIGHTS**

TRACKING CONSUMER SENTIMENT IN CHINA



WAVE 3

TOP CONSUMER CONCERNS % SAY IT IS A MAJOR CONCERN (CHANGE FROM MARCH '25)

PERSONAL



68%

Physical health



67%

My family's future



66%

Personal safety

SOCIAL



57%

Wages keep up with cost of living



50%

Education



50%

Healthcare system

CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD



67%
↑ Hopeful



62%
↑ Excited



58%
↑ Calm



25%
↓ Uncertain



22%
↓ Worried



67%

SAY EMOTION STRONGLY IMPACTS SHOPPING



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's Consumer Sentiment Survey, Wave 3, a survey of n=2,929 consumers in the U.S., Mexico, and China. China respondents, n=952
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WAVE 3

CLOTHES SHOPPING

COMPARED TO A FEW MONTHS AGO, ARE YOU SPENDING MORE, LESS, OR ABOUT THE SAME AMOUNT ON CLOTHING?

41% MORE ↑

40% SAME ↓

19% LESS



of consumers purchased clothing in the past month

44%

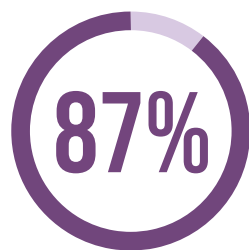
have seen prices increasing on clothing in the past month

67%

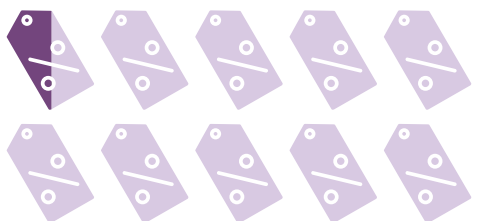
waiting to buy new clothes until they're more certain about the future



purchased in a physical store



purchased online



purchased second-hand clothing

MOST RECENT CLOTHES PURCHASE



35% Athleisure



32% T-shirts



31% Activewear



27% Casual shirts



22% Denim jeans

