

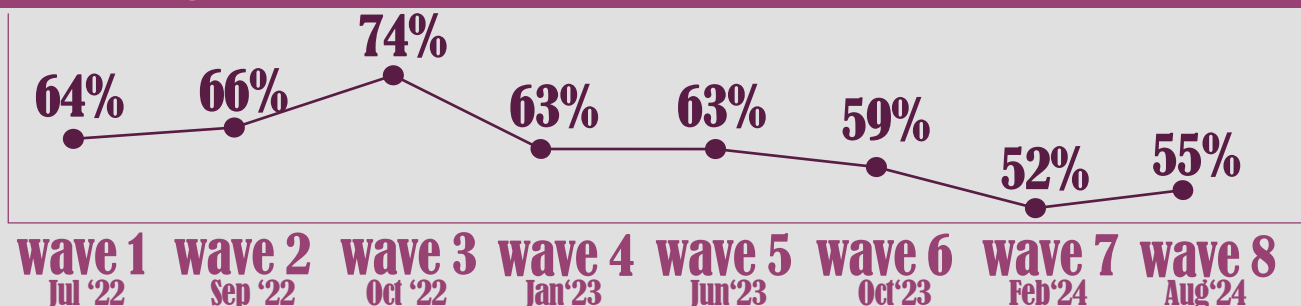


CONSUMERS & INFLATION

THINGS TO KNOW ABOUT...

WAVE EIGHT

MEXICO



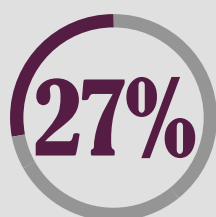
% very concerned about the economy

TOP CONCERNS

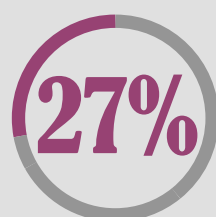
(among those who are concerned, N=920)



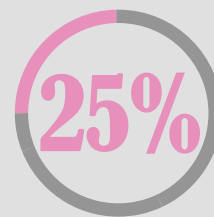
53%
of consumers have at least one extreme worry [TOP BOX OUT OF 6]



REDUCING MY SAVINGS



MEETING LONG-TERM FINANCIAL GOALS



BEING ABLE TO AFFORD HEALTH CARE



GOING INTO DEBT

SHOPPING BEHAVIORS

% DONE IN PAST YEAR:



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

Source: Cotton Incorporated's Inflation & Supply Chain Survey, N=1,000 conducted on July 2022 (Wave 1), September 2022 (Wave 2), October 2022 (Wave 3), January 2023 (Wave 4), June 2023 (Wave 5), October 2023 (Wave 6), February 2024 (Wave 7), August 2024 (Wave 8), . AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2024 Cotton Incorporated.