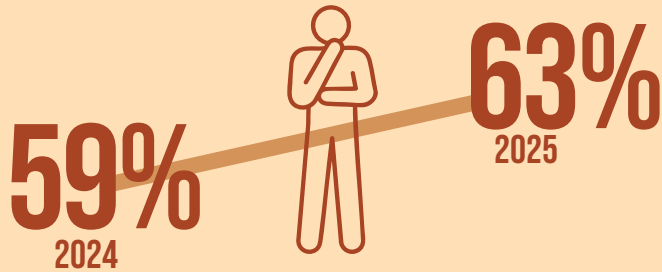




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS 2025 Consumer Outlook



TOP CONCERNS FOR 2025:



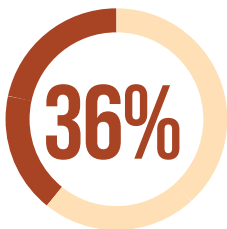
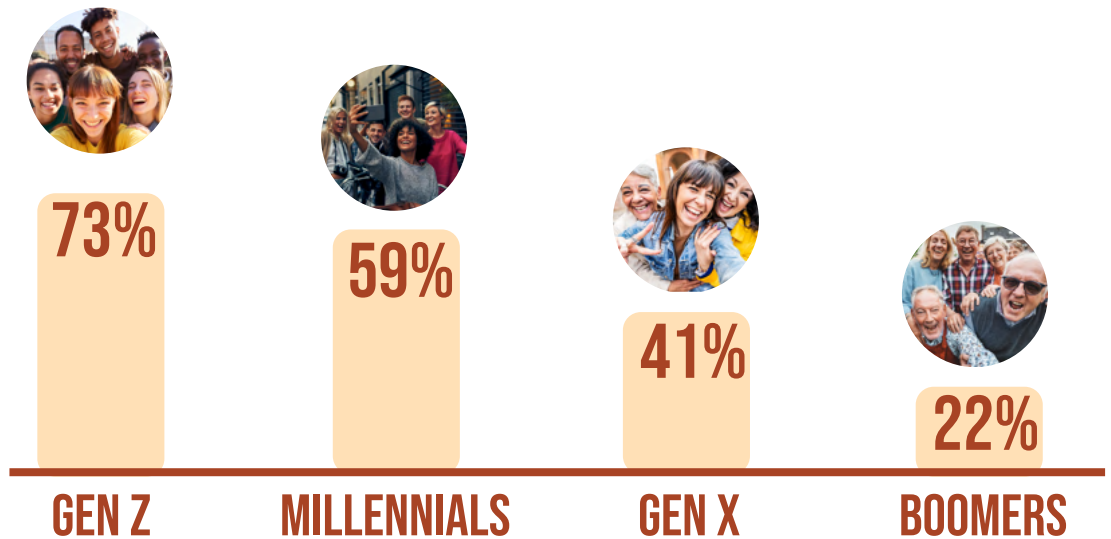
52%

MADE A NEW YEAR'S RESOLUTION

NEW YEAR'S RESOLUTION

CONSUMERS RESOLVE TO IMPROVE THEIR:

- FINANCES
- PHYSICAL HEALTH
- MENTAL HEALTH
- PHYSICAL APPEARANCE



PURCHASED CLOTHING TO HELP WITH RESOLUTIONS

MOST PURCHASED CLOTHING:





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2025 CLOTHING STYLE

77%
SAY CLOTHING
STYLE REFLECTS
THEIR IDENTITY

STYLE IS MORE IMPORTANT
THAN COMFORT, % AGREE:

18-34	53%
35-64	34%



48% MORE COMFORTABLE

35% MORE PRESENTABLE

33% LESS DRESSY

61%
REPORT A CHANGE
TO THEIR CLOTHING
STYLE IN 2024



CONSUMER VOICES: WHY HAS YOUR STYLE CHANGED RECENTLY?

"I AM TRYING TO REDUCE THE STRESS IN MY LIFE AND SURROUNDING MYSELF WITH FEWER THINGS". - 41YO WOMAN

"A DESIRE TO BE MORE COMFORTABLE DURING THE DAY. TIGHT CLOTHES ARE SO UNCOMFORTABLE. I AM DONE WITH THEM". - 52YO WOMAN

"EARNING INCOME FOR MY NEW JOB GIVES ME MORE CLOTHING OPTIONS". - 23YO MAN

"BECOMING A MOM AND WANTING TO BE SEEN IN A DIFFERENT LIGHT". - 21YO WOMAN

