



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS
NEW YEAR'S OUTLOOK
CHINA CONSUMER'S OUTLOOK FOR 2023



67%
feel very
hopeful that
2023 will be
better than
2022

The ongoing
COVID-19 pandemic
is consumers' top
concern for 2023

48% made New Year's resolutions



55% improve physical health

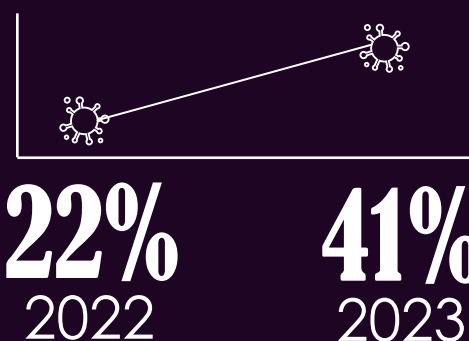


45% improve finances



42% improve mental/emotional
health

Expect
COVID-19 to
significantly
impact life in
the coming
year:



33%
changed
clothing
styles in 2022



65% more comfortable

51% more minimalist

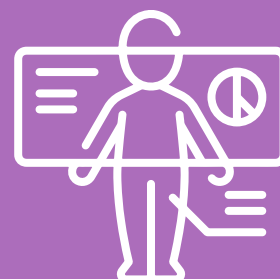
55% purchased or received clothing to help
achieve New Year's resolutions

66% 
activewear

52% 
casual shirts

48% 
denim jeans

25%
experienced
changes to
their bodies
in 2022*



*lose or gain weight, get fitter, etc.

