



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



87%
feel very
hopeful that
2023 will be
better than
2022

Inflation/The economy
is consumers top
concern for 2023

58% made New Year's resolutions



58% improve finances



55% improve physical health



47% improve mental/emotional
health

Expect
COVID-19
pandemic
to last
another 6
months or
more



66%
2022

39%
2023

41%
changed
clothing
styles in 2022



61% more comfortable

51% more presentable

62% purchased or received clothing to help
achieve New Year's resolutions

66%



denim jeans

52%



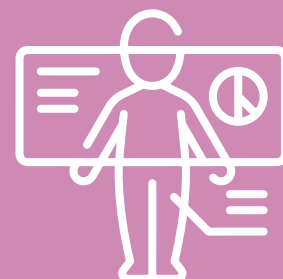
activewear

45%



T-shirts

45%
experienced
changes to
their bodies
in 2022*



*lose or gain weight, get fitter, etc.

