



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



60%
feel very
hopeful that
2023 will be
better than
2022

Inflation/The economy
is consumers top
concern for 2023

45% made New Year's resolutions



55% improve finances

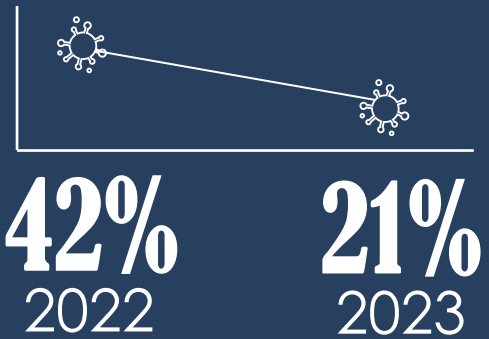


52% improve physical health



49% improve mental/emotional
health

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



32%
changed
clothing
styles in 2022



56% more comfortable

40% less dressy

54% purchased or received clothing to help
achieve New Year's resolutions

66%



T-shirts

54%



sweats

50%



activewear

45%

experienced
changes to
their bodies
in 2022*



*lose or gain weight, get fitter, etc.

