

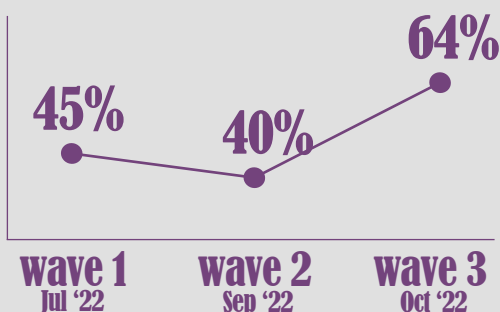


THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

WAVE THREE

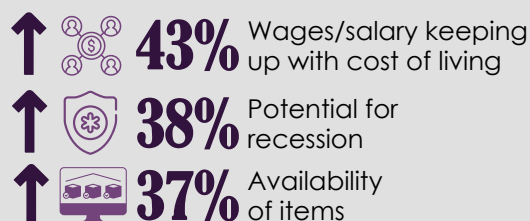
CHINA



consumers are personally very concerned about the economy

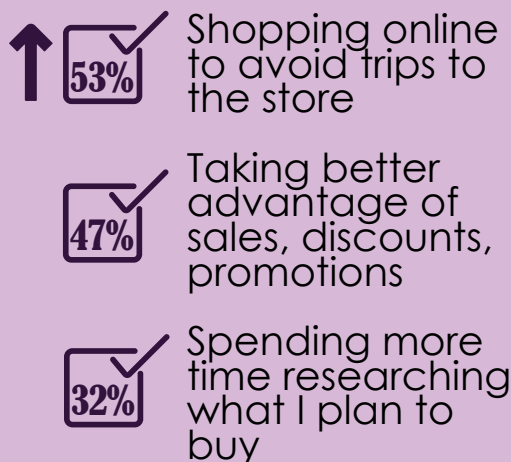
TOP CONCERNS

(among those who are concerned, N=930)

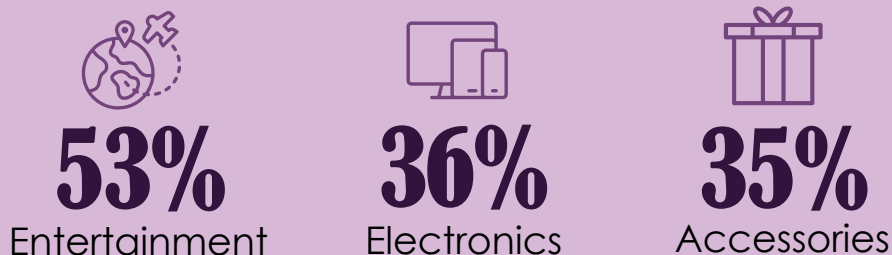


CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:



Buying less or putting off purchases:



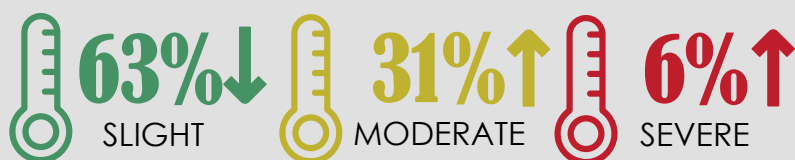
64%

say current economic situation will impact holiday shopping

SUPPLY CHAIN

74%

say they have been impacted by shortages in the supply chain



ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=745)



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

Source: Cotton Incorporated's Inflation & Supply Chain Survey, N=1,000 conducted on Jul 2022 (Wave 1), Aug/Sep 2022 (Wave 2), October 25, 2022 (Wave 3). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2023 Cotton Incorporated.