



THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

CHINA

45%

consumers are personally very concerned about the economy



38% Wages/salary keeping up with cost of living



35% Cost of healthcare



29% Prices on everyday goods (groceries & household items)



29% Availability of items

CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:

45%

Taking better advantage of sales, discounts, promotions

42%

Shopping online to avoid trips to the store

34%

Spending more time researching what I plan to buy

Buying less or putting off purchase:



49%

Entertainment



45%

Electronics



31%

*Clothes for myself

66%

*expect to buy clothes before the end of the year

SUPPLY CHAIN

63%

say they have been impacted by shortages in the supply chain



76%

SLIGHT



19%

MODERATE



4%

SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=633)



47%

Try new brand or similar product

46%

Ask friend and family for help finding products

43%

Stock up on essentials when I find them



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

Source: Cotton Incorporated's Inflation & Supply Chain Survey, n=990 July 8-11

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