



THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

7 in 10

consumers are personally very concerned about the economy

TOP CONCERNS

(among those who are concerned, N=966)



54%

Cost of gas



53%

Prices on everyday goods (groceries & household items)



38%

Wages/salary keeping up with cost of living



34%

Availability of items

CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:



52% Buying less of things I want



51% Taking better advantage of sales, discounts, promotions



40% Buying generic/store brands



38% Shopping lower-priced retailers

Buying less or putting off purchase:



53%

*Clothes for myself



50%

Electronics



49%

Entertainment

57%

*expect to buy clothes before the end of the year



SUPPLY CHAIN

85%

say they have been impacted by shortages in the supply chain



54%

SLIGHT



34%

MODERATE



12%

SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=848)



54%

Stock up on essentials when I find them

48%

Try new brand or similar product

45%

Research online where to find products in stock



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
"Cotton Incorporated's Inflation & Supply Chain Survey" n=1,003 June 16, 2022

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