



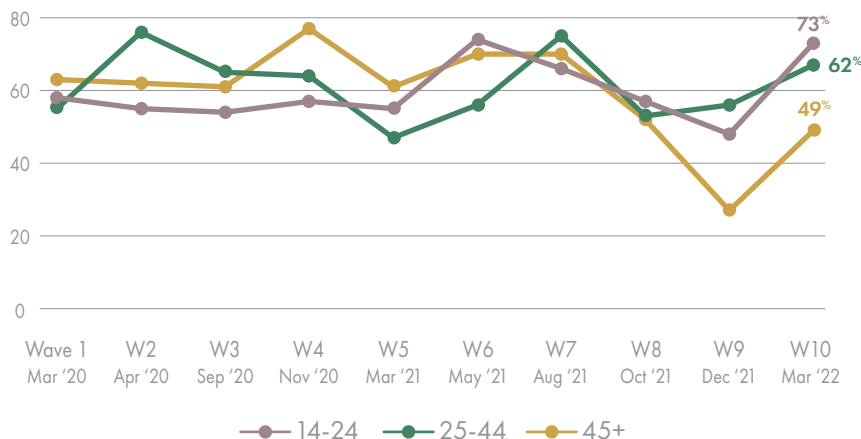
THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN CHINA

WAVE TEN

CONSUMERS GRAPPLE WITH NEW SURGE

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



92%

say we should keep public health measures even as case numbers improve

90%

say health and wellness has become more important to them

Changing Shopping Routines

82% say this experience will change the way they shop in the future

Percentage who shop for majority of clothing in person:

Before pandemic

61%

In the Future

41%

Continued Action from Retailers

Percentage saying it is important for retailers to take action:

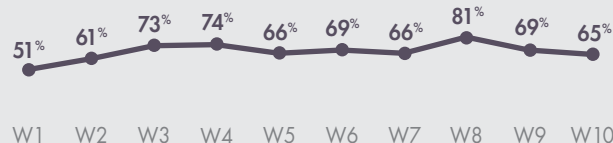
Fully vaccinate all staff 77%

Ensure staff wear face masks 77%

Require face masks for customers 76%

Clothing Spending Dips

Percent spending more or the same on clothing since the start of the pandemic



Consumers Are Getting Comfortable

92%

say wearing comfortable clothing helps them feel better right now

	Most Worn in Nov.	Most Worn in Feb.
Activewear & Athleisure	69%	63%
Casual Tops & Bottoms	39%	45%
T-shirts & Denim Jeans	40%	44%
Loungewear (Sweats, Leggings)	45%	43%
Dress Pants, Shirts or Blazers	33%	33%

Plan To Purchase



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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 in China consumers conducted on Mar 2020 (Wave 1), Apr 2020 (Wave 2), Sep 2020 (Wave 3), Nov 2020 (Wave 4), Mar 2021 (Wave 5), May 2021 (Wave 6, n=1,000), Aug 2021 (Wave 7), Oct 2021 (Wave 8), Dec 2021 (Wave 9), Mar 2022 (Wave 10). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.