



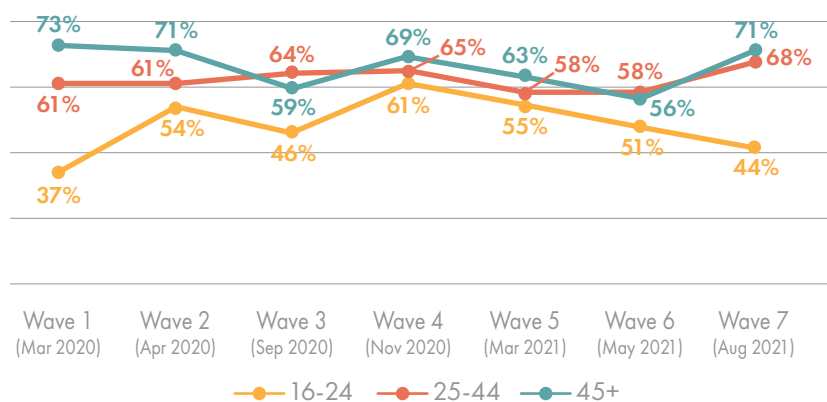
THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN THE U.S.

WAVE SEVEN

CONSUMERS COPE WITH NEW SURGE

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



Parents in particular are concerned % very concerned:



with kids in the home

75%



w/o kids in the home

48%

64% are very concerned about the Delta and other variants

Consumers would like retail businesses to:



51% Require face masks for all customers.



51% Ensure all staff wear face masks.



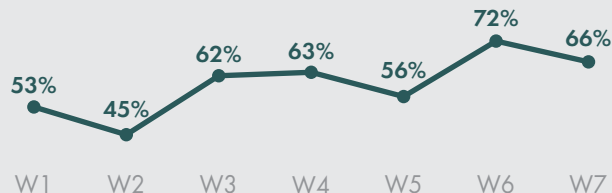
40% Ensure all staff are fully vaccinated.



40% Offer online ordering with curbside or in-store pickup.

Consumers Expect to Spend More

% spending more or the same amount on clothing since the start of the pandemic



71% plan to purchase clothing in the next three months



47% Dress Tops, Bottoms, or Blazers



47% T-shirts & Denim Jeans



42% Activewear & Athleisure



40% Casual Tops & Bottoms



40% Loungewear (Sweats, Leggings)

Reasons for next purchase:

Newness (new style/brand) **52%**

Occasion (return to work, workout) **31%**

Replacement (replace worn out item) **31%**

Comfort (item more comfortable) **29%**

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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 U.S. 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). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2021 Cotton Incorporated.