



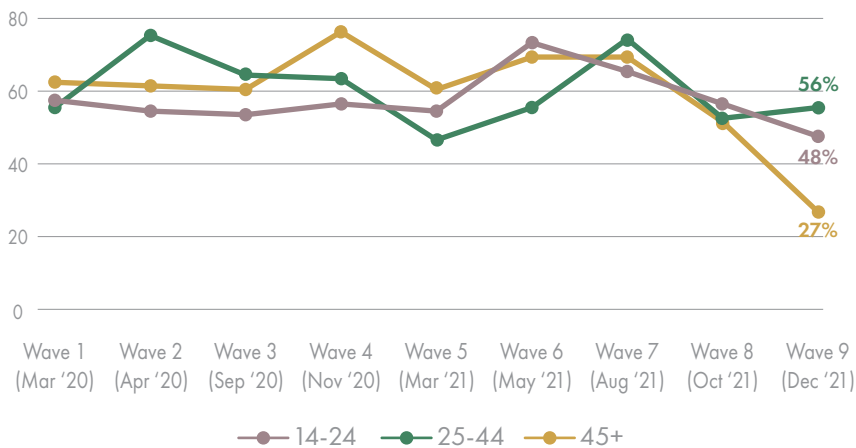
THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN CHINA

WAVE NINE

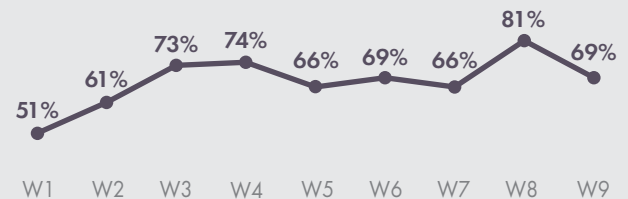
PANDEMIC FATIGUE IS SETTING IN: ARE WE THERE YET?

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



Consumers Spending Drops

% spending less or the same on clothing since the start of the pandemic



Comfort Remains a Priority

96%

say wearing comfortable clothing helps them feel better right now



84%

say they are restless to be out among people again

Percent of consumers who currently do the following:



	Most Worn in Nov.	Plan to Purchase
Dress Pants, Shirts or Blazers	33%	50%
T-shirts & Denim Jeans	40%	46%
Activewear & Athleisure	69%	43%
Loungewear (Sweats, Leggings)	45%	40%
Casual Tops & Bottoms	39%	39%

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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in China conducted 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). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.