

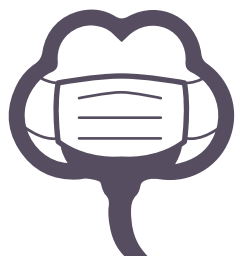
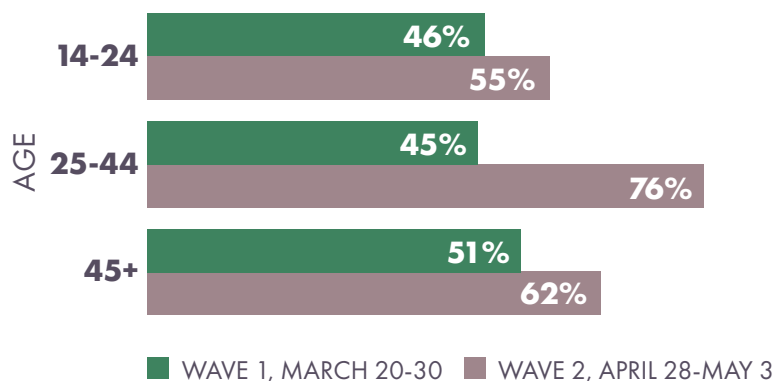


THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN CHINA

SECOND WAVE

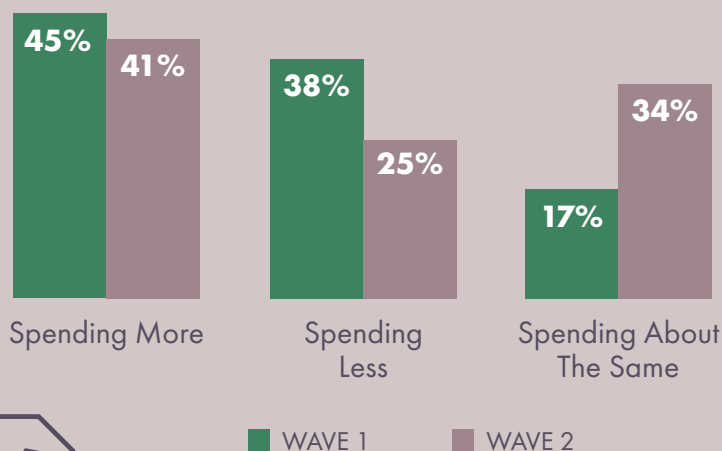
Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



89% look to face masks to protect them

60% likely to look for cotton in face masks

As recovery begins, many consumers are returning to normal levels of spending.



72% are trying to limit the money they spend.



Online shopping remains strong.

% shopping online more than before the pandemic

62% WAVE 1

64% WAVE 2

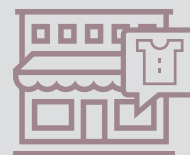


Consumers look forward to shopping in physical stores, even as they embrace online shopping.



82%

will buy more clothing online in the future



75%

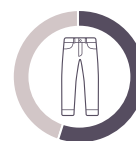
excited to shop for clothes in physical stores

92% plan to purchase clothing in the next 3 months

Items that consumers plan to purchase in the future:



56%
dress shirts



55%
denim jeans



54%
activewear



53%
dress pants

Expect this experience to change the way they shop in the future.

70% WAVE 1

81% WAVE 2



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

Source: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in China conducted on March 20-30, 2020 (Wave 1) & April 28-May 29, 2020 (Wave 2). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.