

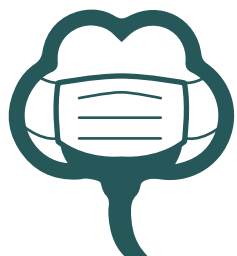
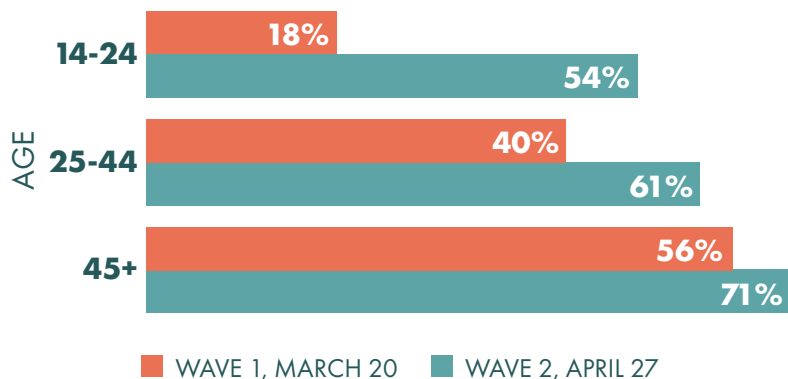


THINGS TO KNOW ABOUT...

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

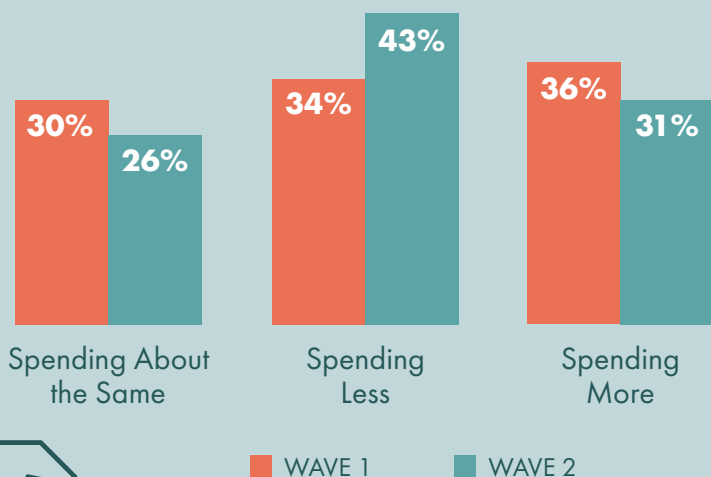
SECOND WAVE

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



71% look to face masks to protect them
75% likely to look for cotton in face masks

As the pandemic goes on, consumers are conserving their finances.



WAVE 1

WAVE 2

84% are trying to limit the money they spend.

Online shopping is up with stores closed.

% shopping online more than before the pandemic

32% WAVE 1 **44%** WAVE 2

Consumers are becoming more comfortable shopping for clothes online, but still look forward to shopping in physical stores.



64%

will buy more clothing online in the future



60%

excited to shop for clothes in physical stores

77% plan to purchase clothing in the next 3 months

Items that consumers plan to purchase in the future:



46%
casual shirts



44%
activewear



44%
sweatpants or sweatshirts



43%
denim jeans

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

63% WAVE 1 **73%** 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 U.S. consumers conducted on March 20, 2020 (Wave 1) and April 27, 2020 (Wave 2).

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