

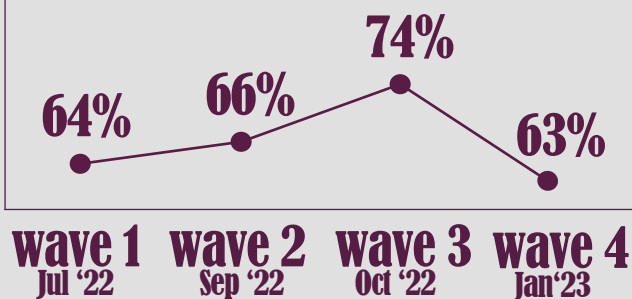


CONSUMERS & INFLATION

THINGS TO KNOW ABOUT...

WAVE FOUR

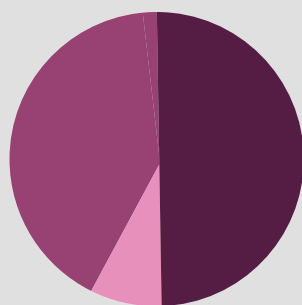
MEXICO



Consumers are personally very concerned about the economy



Compared to a few months ago, inflation is impacting consumers:



51% MORE SEVERELY

33% ABOUT THE SAME

16% LESS SEVERELY

TOP CONCERNS

(among those who are concerned, N=937)



65% Prices on everyday goods (groceries & household items)



46% Wages/salary keeping up with cost of living



33% Cost of healthcare



32% Cost of gas

IMPACT ON SHOPPING



61% Fewer impulse purchases



39% More research so I can get the best value



32% Fewer shopping trips



30% Buy higher quality, longer lasting items

SUPPLY CHAIN

62%

say they have been impacted by shortages in the supply chain



72%

SLIGHT



23%

MODERATE



5%

SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=618)



52%

Try new brand or similar product

51%

Stock up on essentials when I find them

41%

Research online where to find products in stock



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

Source: Cotton Incorporated's Inflation & Supply Chain Survey, N=1,000 conducted on Jul 2022 (Wave 1), Aug/Sep 2022 (Wave 2), October 25, 2022 (Wave 3), January 2023 (Wave 4).

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