



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS TRACKING CONSUMER SENTIMENT in China



WAVE 6

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



66% Physical health



61% My family's future



61% Household finances



61% Personal safety

SOCIAL



56% Wages keep up with cost of living



50% Healthcare system



49% Education

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



54%
Hopeful



46%
Excited



45%
Calm



29%
Uncertain



27%
Worried



63%

say emotion
strongly
impacts shopping



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's Consumer Sentiment Survey, Wave 6, a survey of n=5,979 in China, France, Germany, Mexico, U.K., and U.S.
China respondents, n=979

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WAVE 6

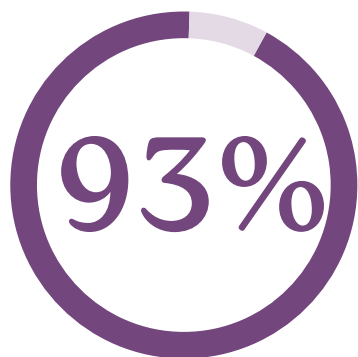
CLOTHES SHOPPING

compared to a few months ago, are you spending more, less, or about the same amount on clothing?

29% more

43% same

28% less



of consumers purchased clothing in the past month

45%

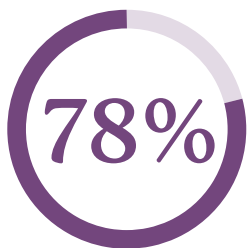
have seen prices increasing on clothing in the past month

89%

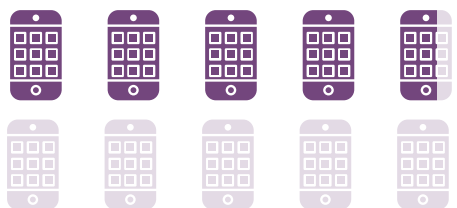
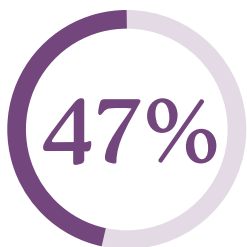
say shopping is a positive activity for me



purchased online



purchased in a physical store



purchased via social media platform

MOST RECENT CLOTHES PURCHASE



48% Athleisure



43% Activewear



25% Casual pants



24% Denim jeans



24% Casual shirts



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