



# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS TRACKING CONSUMER SENTIMENT in France



WAVE 6

## TOP CONSUMER CONCERNS % say it is a major concern

### PERSONAL



**80%** My family's future



**76%** Household finances



**73%** Physical Health

### SOCIAL



**73%** Wages keep up with cost of living



**72%** Public safety



**69%** Healthcare system

## CONSUMER EMOTIONS % feel strongly when thinking about the wider world



**50%**  
Uncertain



**49%**  
Worried



**20%**  
Calm



**14%**  
Hopeful



**13%**  
Excited



**34%**



say emotion  
strongly  
impacts shopping





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**TRACKING CONSUMER SENTIMENT**  
in France



**WAVE 6**

## CLOTHES SHOPPING

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

14% more

34% same

52% less



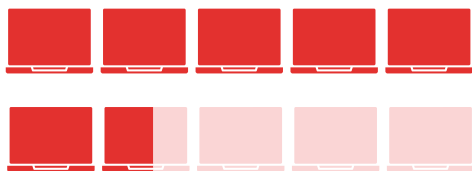
of consumers  
purchased  
clothing in the  
past month

56%

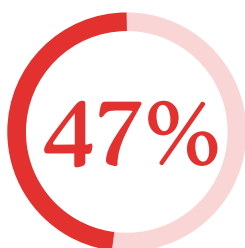
have seen prices  
increasing on clothing  
in the past month

69%

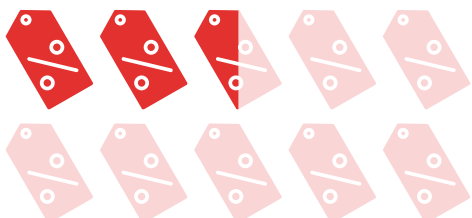
say shopping  
is a positive  
activity for me



purchased online



purchased in a physical store



purchased second-hand clothing

### MOST RECENT CLOTHES PURCHASE



39% Denim jeans



28% T-shirts



20% Dress pants,  
skirts, or dresses



17% Sweats



17% Activewear

