



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



WAVE 6

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



83% My family's future



81% Personal safety



79% Household finances

SOCIAL



83% Public safety



82% Wages keep up with cost of living



81% Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



48%
Uncertain



46%
Worried



43%
Hopeful



33%
Calm



32%
Excited



48%



say emotion
strongly
impacts shopping





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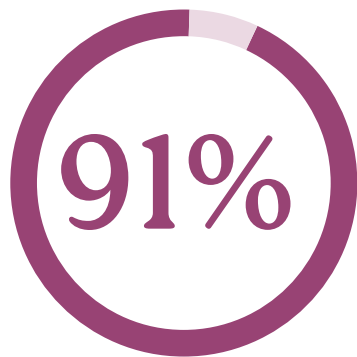
CLOTHES SHOPPING

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

34% more

31% same

35% less



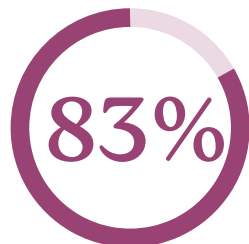
of consumers
purchased
clothing in the
past month

70%

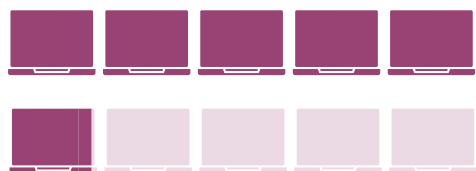
have seen prices
increasing on clothing
in the past month

77%

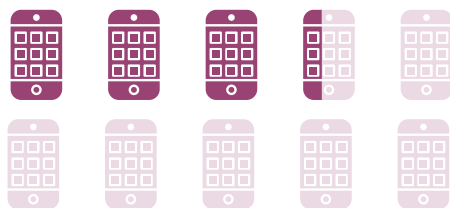
say shopping
is a positive
activity for me



purchased in a physical store



purchased online



purchased via social media platform

MOST RECENT CLOTHES PURCHASE



49% Denim jeans



34% Sweats



27% T-shirts



26% Casual shirts



25% Dress shirts

