



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS
TRACKING CONSUMER SENTIMENT
in the U.K.



U.K.

TOP CONSUMER CONCERNS

% say it is a major concern

PERSONAL



49% Household finances



44% My family's future



42% Mental health

SOCIAL



57% Wages keep up with cost of living



57% Economy



52% Healthcare system

CONSUMER EMOTIONS

% feel strongly when thinking about the wider world



46%
Uncertain



43%
Worried



24%
Hopeful



20%
Calm



16%
Excited



38%

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. U.K. respondents, n=981
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**TRACKING CONSUMER
SENTIMENT**
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WAVE 6

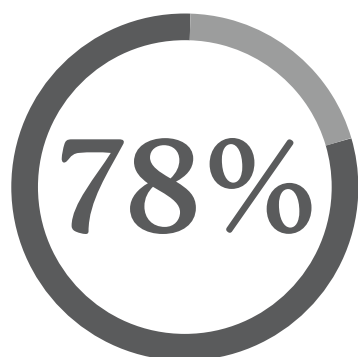
CLOTHES SHOPPING

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

19% more

34% same

47% less



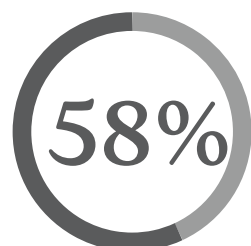
of consumers
purchased
clothing in the
past month

59%

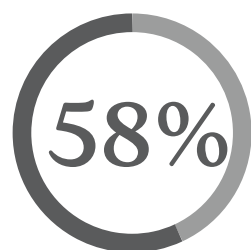
have seen prices
increasing on clothing
in the past month

66%

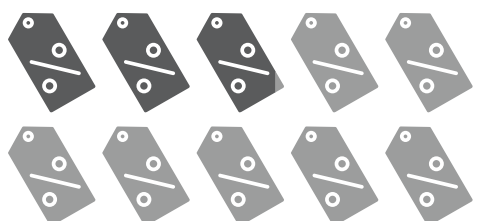
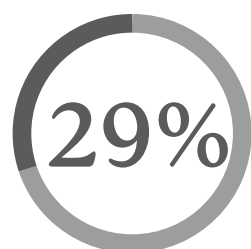
say shopping
is a positive
activity for me



purchased in a physical store



purchased online



purchased second-hand clothing

MOST RECENT CLOTHES PURCHASE



34% T-shirts



23% Denim jeans



22% Sweats



20% Leggings

