



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



WAVE 6

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



60% Household finances



51% My family's future



49% Physical health

SOCIAL



68% Wages keep up with cost of living



66% Economy



61% Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



49%
Uncertain



46%
Worried



29%
Hopeful



25%
Calm



19%
Excited



45%

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.S. respondents, n=984
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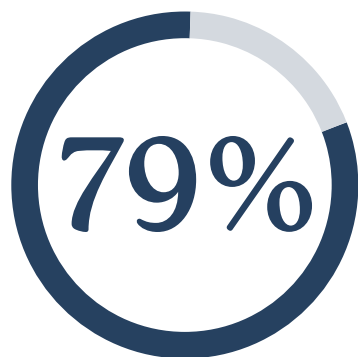
CLOTHES SHOPPING

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

23% more

34% same

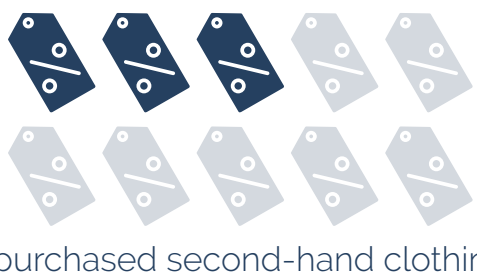
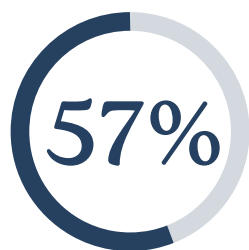
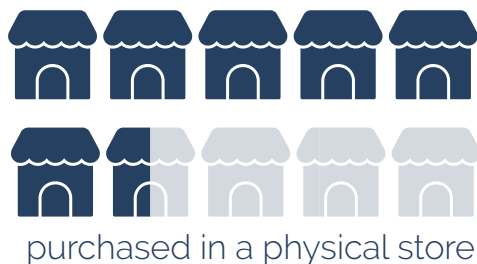
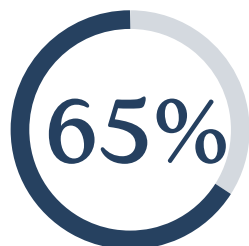
43% less



of consumers purchased clothing in the past month

59% have seen prices increasing on clothing in the past month

69% say shopping is a positive activity for me



MOST RECENT CLOTHES PURCHASE

40% T-shirts

33% Sweats

29% Denim jeans

25% Leggings

