



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



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

79%

of consumers purchased clothing in the past month

59%

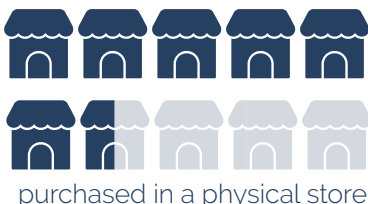
have seen prices increasing on clothing in the past month

69%

say shopping is a positive activity for me



65%



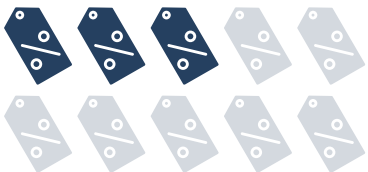
purchased in a physical store

57%



purchased online

30%



purchased second-hand clothing

MOST RECENT CLOTHES PURCHASE



40% T-shirts



33% Sweats



29% Denim jeans



25% Leggings

