

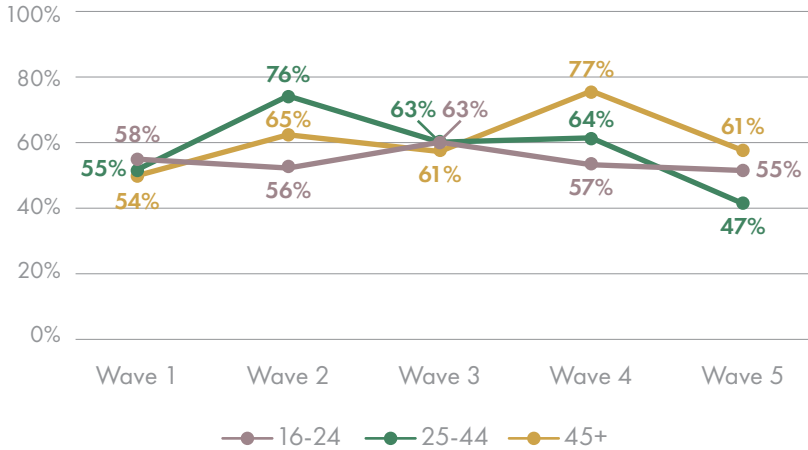


# COVID-19 & CONSUMER CONCERNS IN CHINA

## THINGS TO KNOW ABOUT...

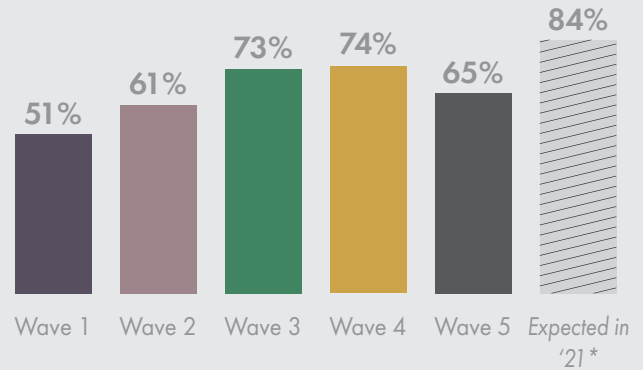
### A Year in Review: Consumers Look Ahead

#### Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



#### Consumers Expect to Spend More

% spending the same amount or more on clothing since the start of the pandemic



\*Consumer expectations for spending in 2021, compared to 2020



**89%** believe the pandemic will be over by the end of 2021.<sup>2</sup>

#### When it is safe, consumers are most looking forward to:<sup>^</sup>



#### 80% are planning to buy clothing for these activities:<sup>^</sup>



#### Many consumers will make their purchases online.<sup>^</sup>



**69%**

expect to purchase at least half of their clothing online in the future.

#### Consumers desire to dress up, but comfortable clothing remains essential.<sup>^</sup>



**84%** look forward to dressing up again



**91%** say wearing comfortable clothing helps me feel better

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in China conducted on Mar 2020 (Wave 1), Apr 2020 (Wave 2), Sep 2020 (Wave 3), Nov 2020 (Wave 4), ^Mar 2021 (Wave 5). <sup>2</sup>Cotton Incorporated's Sustainability and Health & Wellness Survey, a survey of 500 consumers conducted Mar 2021.

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