



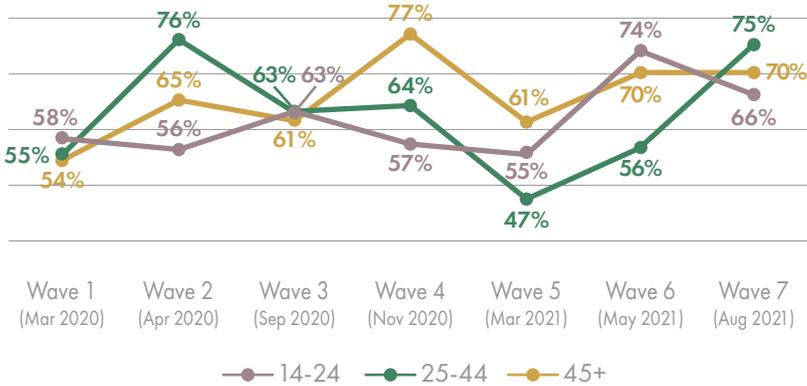
# COVID-19 & CONSUMER CONCERNS IN CHINA

WAVE SEVEN

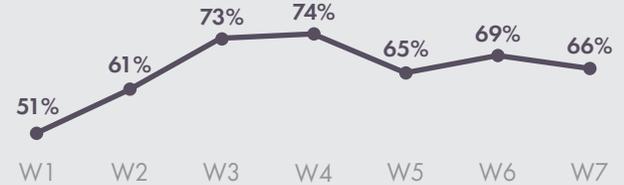
## THINGS TO KNOW ABOUT...

### CONSUMERS COPE WITH NEW SURGE

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



#### Consumers Expect to Spend More % spending more on clothing since the start of the pandemic



#### Fewer consumers feel very safe to resume normal, pre-pandemic activities

Wave 6

69%

Wave 7

43%

#### 74% are very concerned about the Delta and other variants

Consumers would like retail businesses to:



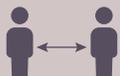
62% Ensure all staff wear face masks.



58% Require face masks for all customers.



53% Ensure all staff are fully vaccinated.



40% Space clothing racks apart to allow for social distancing.

#### 76% plan to purchase clothing in the next three months



55% Dress Tops, Bottoms, or Blazers



48% Loungewear (Sweats, Leggings)



47% Activewear & Athleisure



45% T-shirts & Denim Jeans



44% Casual Tops & Bottoms

#### Reasons for next purchase:

Newness (new style/brand) 57%

Comfort (item more comfortable) 43%

Occasion (return to work, workout) 38%

Change of Season 37%