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

Parents in particular are concerned:

with kids in the home 75%

w/o kids in the home 48%

64% are very concerned about the Delta and other variants

Consumers would like retail businesses to:

51% Require face masks for all customers.

51% Ensure all staff wear face masks.

40% Ensure all staff are fully vaccinated.

40% Offer online ordering with curbside or in-store pickup.

Consumers Expect to Spend More

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

71% plan to purchase clothing in the next three months

- Dress Tops, Bottoms, or Blazers 47%
- T-shirts & Denim Jeans 47%
- Activewear & Athleisure 42%
- Casual Tops & Bottoms 40%
- Loungewear (Sweats, Leggings) 40%

Reasons for next purchase:

- Newness (new style/brand) 52%
- Occasion (return to work, workout) 31%
- Replacement (replace worn out item) 31%
- Comfort (item more comfortable) 29%

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Sources: Cotton Incorporated’s COVID-19 Consumer Response Survey, a survey of 500 U.S. consumers conducted on Mar 2020 (Wave 1), Apr 2020 (Wave 2), Sep 2020 (Wave 3), Nov 2020 (Wave 4), Mar 2021 (Wave 5), May 2021 (Wave 6, n=1,000), Aug 2021 (Wave 7)

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