



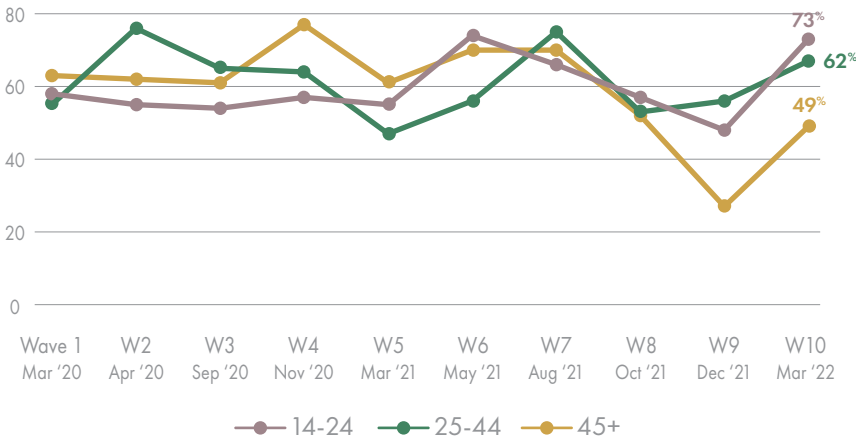
COVID-19 & CONSUMER CONCERNS IN CHINA

WAVE TEN

THINGS TO KNOW ABOUT...

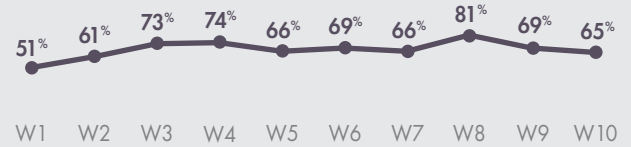
CONSUMERS GRAPPLE WITH NEW SURGE

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



Clothing Spending Dips

Percent spending more or the same on clothing since the start of the pandemic



Consumers Are Getting Comfortable

92% say wearing comfortable clothing helps them feel better right now

92% say we should keep public health measures even as case numbers improve

90% say health and wellness has become more important to them

Changing Shopping Routines

82% say this experience will change the way they shop in the future

Percentage who shop for majority of clothing in person:

Before pandemic

61%

In the Future

41%

Continued Action from Retailers

Percentage saying it is important for retailers to take action:

Fully vaccinate all staff **77%**

Ensure staff wear face masks **77%**

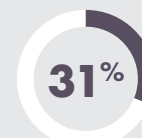
Require face masks for customers **76%**

	Most Worn in Nov.	Most Worn in Feb.
Activewear & Athleisure	69%	63%
Casual Tops & Bottoms	39%	45%
T-shirts & Denim Jeans	40%	44%
Loungewear (Sweats, Leggings)	45%	43%
Dress Pants, Shirts or Blazers	33%	33%

Plan To Purchase



Athleisure



Activewear



Casual Shirts