



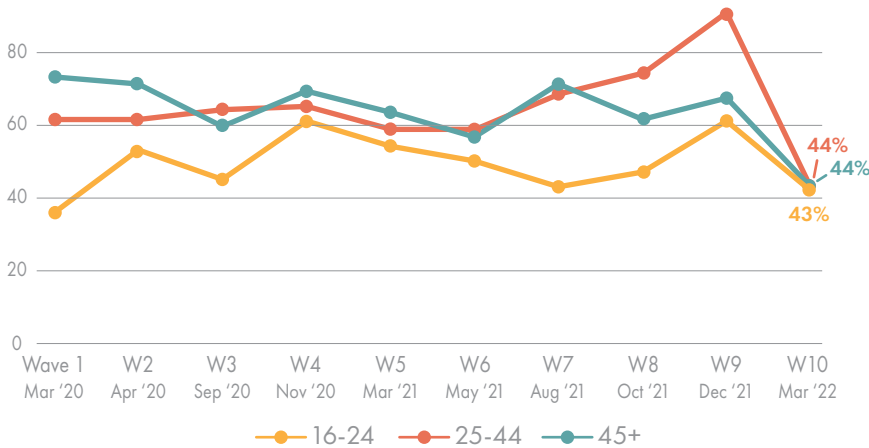
THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN THE U.S.

WAVE TEN

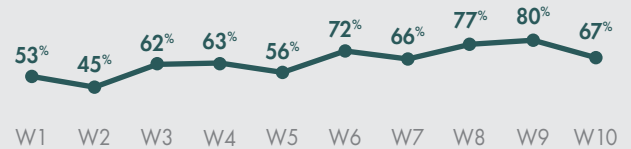
CONSUMERS GET COMFORTABLE AND MOVE ON

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



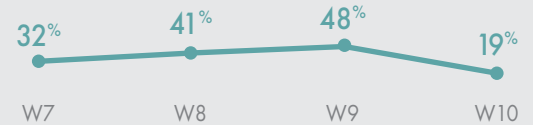
Clothing Spending Dips

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



Consumers Are Getting Comfortable

Percentage of consumers dressing up more:



75% say it is time for us to move on from the pandemic

74% say nothing will be the same again

Changing Shopping Routines

62% say this experience will change the way they shop in the future

Percentage who shop for majority of clothing in person:

Before pandemic

71%

In the Future

52%

Continued Action from Retailers

Percentage saying it is important for retailers to take action:

Offer curbside/in-store pickup **55%**

Ensure staff wear face masks **52%**

Close in-person locations when case numbers surge **46%**

	Most Worn in Nov.	Most Worn in Feb.
T-shirts & Denim Jeans	50%	67%
Loungewear (Sweats, Leggings)	49%	64%
Activewear & Athleisure	44%	40%
Casual Tops & Bottoms	36%	27%
Dress Pants, Shirts or Blazers	37%	18%

Plan To Purchase



T-Shirts



Denim Jeans



Sweats

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), Oct 2021 (Wave 8), Dec 2021 (Wave 9), Mar 2022 (Wave 10).

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