

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS NEW YEAR'S OUTLOOK

CHINA CONSUMER'S OUTLOOK FOR 2023





hopeful that 2023 will be better than 2022

The ongoing **COVID-19** pandemic is consumers' top

concern for 2023



48%

55% improve physical health

made New Year's resolutions



 $\stackrel{{\scriptstyle (\mathcal{G})}}{=}{=} 45\%$ improve finances

42% improve mental/emotional health

Expect COVID-19 to significantly impact life in the coming year:





33% changed clothing styles in 2022



5% more comfortable 51%

more minimalist

55% purchased or received clothing to help achieve New Year's resolutions







experienced changes to their bodies in 2022*





For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com Cotton Incorporated 2022 Global Wipes Survey, conducted December 13, 2022-January 3, 2023 with 849 China consumers. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2023 Cotton Incorporated.