



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS  
**NEW YEAR'S OUTLOOK**  
CHINA CONSUMER'S OUTLOOK FOR 2023



**67%**  
feel very  
hopeful that  
2023 will be  
better than  
2022

The ongoing  
**COVID-19 pandemic**  
is consumers' top  
concern for 2023

**48%** made New Year's resolutions



**55%** improve physical health

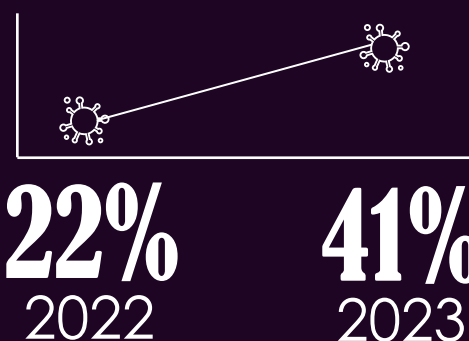


**45%** improve finances



**42%** improve mental/emotional health

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



**33%**  
changed  
clothing  
styles in 2022



**65%** more comfortable

**51%** more minimalist

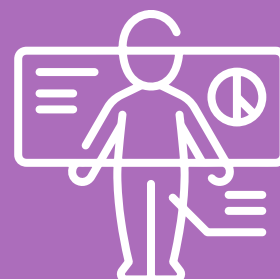
**55%** purchased or received clothing to help  
achieve New Year's resolutions

**66%**  activewear

**52%**  casual shirts

**48%**  denim jeans

**25%**  
experienced  
changes to  
their bodies  
in 2022\*



\*lose or gain weight, get fitter, etc.

