



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



**60%**  
feel very hopeful that  
2023 will be better than  
2022

**Inflation/The economy**  
is consumers top concern for 2023

**45%** made New Year's resolutions



**55%** improve finances

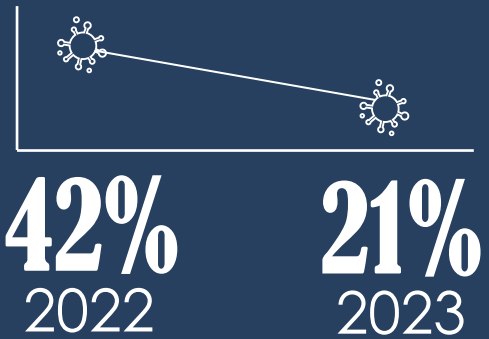


**52%** improve physical health



**49%** improve mental/emotional health

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



**32%**  
changed  
clothing  
styles in 2022



**56%** more comfortable

**40%** less dressy

**54%** purchased or received clothing to help  
achieve New Year's resolutions

**66%**



T-shirts

**54%**



sweats

**50%**



activewear

**45%**

experienced  
changes to  
their bodies  
in 2022\*



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

