

COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

TRACKING CONSUMER **SENTIMENT IN CHINA**



TOP CONSUMER CONCERNS % SAY IT IS A MAJOR CONCERN (CHANGE FROM MARCH '25)

PERSONAL

68%

Physical health

My family's future



Personal safety

SOCIAL

57% Wages keep up with cost of living



 $\lesssim 50\%$ Education



50% Healthcare system

CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD













SAY EMOTION STRONGLY IMPACTS SHOPPING







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CLOTHES SHOPPING

COMPARED TO A FEW MONTHS AGO, ARE YOU SPENDING MORE, LESS, OR ABOUT THE SAME AMOUNT ON CLOTHING?

41% MORE ↑

40% SAME \downarrow

19% LESS



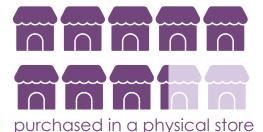
of consumers purchased clothing in the past month **44**%

increasing on clothing in the past month

67%

waiting to buy new clothes until they're more certain about the future









35% Athleisure



32% T-shirts



31% Activewear



27% Casual shirts



> **22**% Denim jeans





purchased online

purchased second-hand clothing