



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

TRACKING CONSUMER SENTIMENT IN MEXICO



WAVE 3

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

PERSONAL



81%

My family's future



79%

Household finances



79%

Physical health

SOCIAL



84%

Public safety



82%

Wages keep up with cost of living



78%

Healthcare system



CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD



46%

Worried



43%

Uncertain



41%

Hopeful



33%

Calm



32%

Excited



46%

SAY EMOTION STRONGLY IMPACTS SHOPPING



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's Consumer Sentiment Survey, Wave 3, a survey of n=2,929 consumers in the U.S., Mexico, and China. Mexico respondents, n=991
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WAVE 3

CLOTHES SHOPPING

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

30% MORE

32% SAME

38% LESS



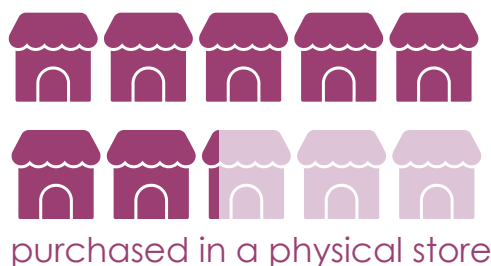
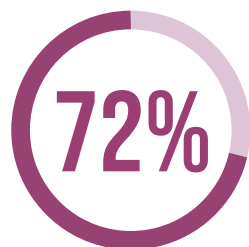
of consumers purchased clothing in the past month

61%

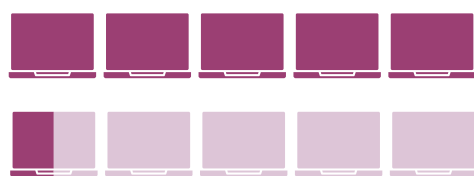
have seen prices increasing on clothing in the past month

61%

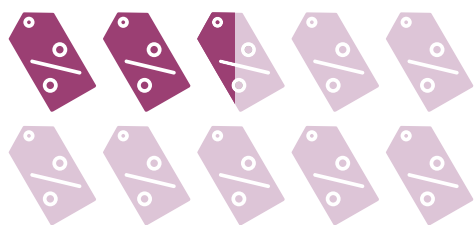
waiting to buy new clothes until they're more certain about the future



purchased in a physical store



purchased online



purchased second-hand clothing

MOST RECENT CLOTHES PURCHASE



43% Denim jeans



31% T-shirts



27% Casual shirts



23% Dress pants, skirts, or dresses



23% Sweats

