



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS  
**TRACKING CONSUMER SENTIMENT**  
 in China



WAVE 6

**TOP CONSUMER CONCERNS** % say it is a major concern

PERSONAL

- 66%** Physical health
- 61%** My family's future
- 61%** Household finances
- 61%** Personal safety

SOCIAL

- 56%** Wages keep up with cost of living
- 50%** Healthcare system
- 49%** Education

**CONSUMER EMOTIONS** % feel strongly when thinking about the wider world



**63%**

say emotion strongly impacts shopping





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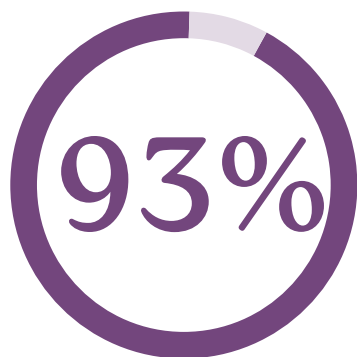
## CLOTHES SHOPPING

compared to a few months ago, are you spending more, less, or about the same amount on clothing?

29% more

43% same

28% less



of consumers purchased clothing in the past month

45%

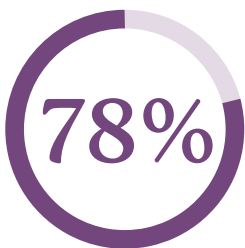
have seen prices increasing on clothing in the past month

89%

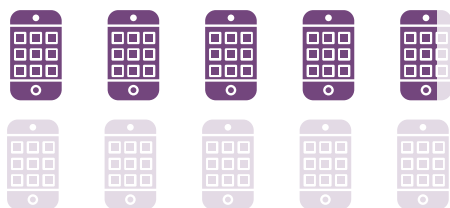
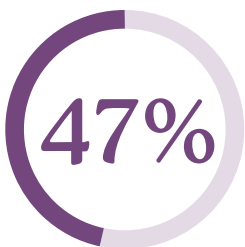
say shopping is a positive activity for me



purchased online








purchased in a physical store



purchased via social media platform

### MOST RECENT CLOTHES PURCHASE

-  **48%** Athleisure
-  **43%** Activewear
-  **25%** Casual pants
-  **24%** Denim jeans
-  **24%** Casual shirts

