



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



**WAVE 6**

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

**PERSONAL**

**80%** My family's future

**76%** Household finances

**73%** Physical Health

**SOCIAL**

**73%** Wages keep up with cost of living

**72%** Public safety

**69%** Healthcare system

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



**50%**  
Uncertain



**49%**  
Worried



**20%**  
Calm



**14%**  
Hopeful



**13%**  
Excited



**34%**

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?

14% more

34% same

52% less



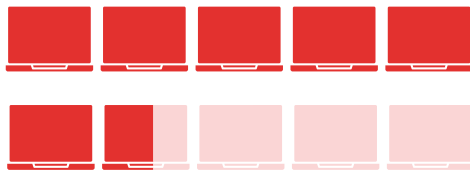
of consumers purchased clothing in the past month

**56%**

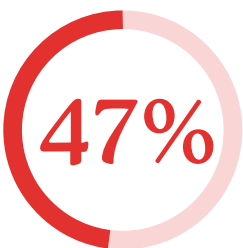
have seen prices increasing on clothing in the past month

**69%**

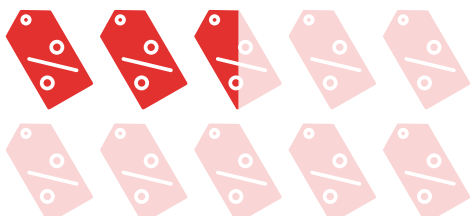
say shopping is a positive activity for me



purchased online



purchased in a physical store



purchased second-hand clothing

### MOST RECENT CLOTHES PURCHASE

- 39%** Denim jeans
- 28%** T-shirts
- 20%** Dress pants, skirts, or dresses
- 17%** Sweats
- 17%** Activewear

