



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



WAVE 6

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



41%

Household finances



37%

My family's future



35%

Physical health

SOCIAL



57%

The economy



56%

War/Foreign relations



56%

Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



51%

Worried



41%

Uncertain



23%

Excited



20%

Calm



19%

Hopeful



40%

say emotion strongly impacts shopping



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
 Cotton Incorporated's Consumer Sentiment Survey, Wave 6, a survey of n=5,979 in China, France, Germany, Mexico, U.K., and U.S.
 Germany respondents, n=1,051

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WAVE 6

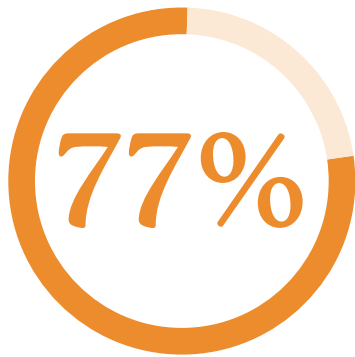
CLOTHES SHOPPING

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

15% more

40% same

45% less



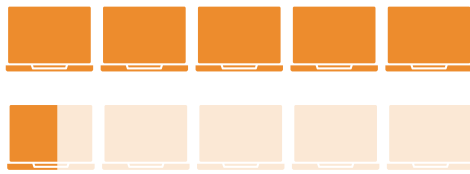
of consumers purchased clothing in the past month

46%

have seen prices increasing on clothing in the past month

72%

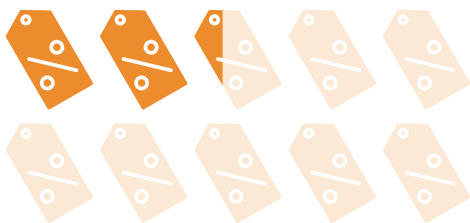
say shopping is a positive activity for me



purchased online



purchased in a physical store



purchased second-hand clothing

MOST RECENT CLOTHES PURCHASE

- 32% T-shirts
- 21% Denim jeans
- 20% Sweats
- 18% Leggings
- 17% Activewear

