



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



WAVE 6

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



83% My family's future



81% Personal safety



79% Household finances

SOCIAL



83% Public safety



82% Wages keep up with cost of living



81% Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



48%
Uncertain



46%
Worried



43%
Hopeful



33%
Calm



32%
Excited



48%

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.
 Mexico respondents, n=985

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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?

34% more

31% same

35% less



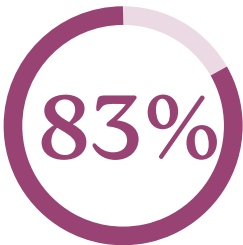
91% of consumers purchased clothing in the past month

70%

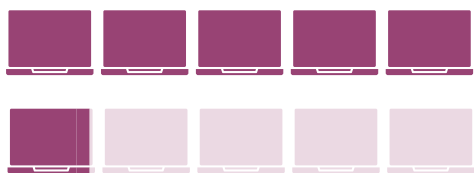
have seen prices increasing on clothing in the past month

77%

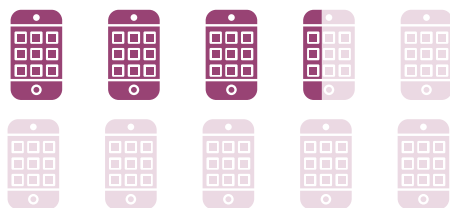
say shopping is a positive activity for me



83% purchased in a physical store



59% purchased online



34% purchased via social media platform

MOST RECENT CLOTHES PURCHASE

49% Denim jeans

34% Sweats

27% T-shirts

26% Casual shirts

25% Dress shirts

