



COTTON INCORPORATED'S | SUPPLY CHAIN INSIGHTS
TRACKING CONSUMER SENTIMENT
 in the U.K.



U.K.

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



49% Household finances



44% My family's future



42% Mental health

SOCIAL



57% Wages keep up with cost of living



57% Economy



52% Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



46%
Uncertain



43%
Worried



24%
Hopeful



20%
Calm



16%
Excited



38%

say emotion strongly impacts shopping





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WAVE 6

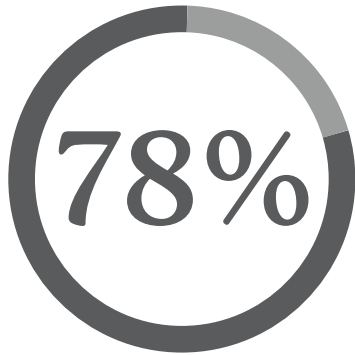
CLOTHES SHOPPING

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

19% more

34% same

47% less



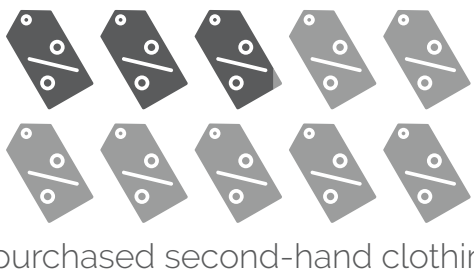
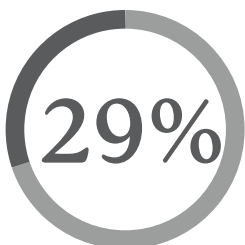
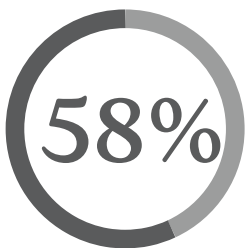
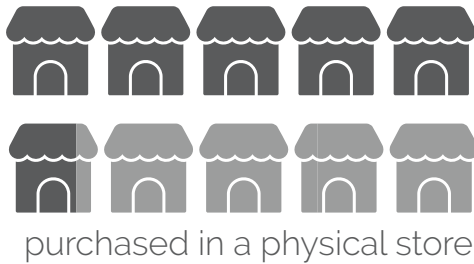
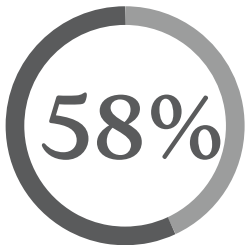
of consumers purchased clothing in the past month

59%

have seen prices increasing on clothing in the past month

66%

say shopping is a positive activity for me



MOST RECENT CLOTHES PURCHASE

-  **34%** T-shirts
-  **23%** Denim jeans
-  **22%** Sweats
-  **20%** Leggings

