



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



TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL



60% Household finances



51% My family's future



49% Physical health

SOCIAL



68% Wages keep up with cost of living



66% Economy



61% Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world



49%
Uncertain



46%
Worried



29%
Hopeful



25%
Calm



19%
Excited



45%

say emotion strongly impacts shopping



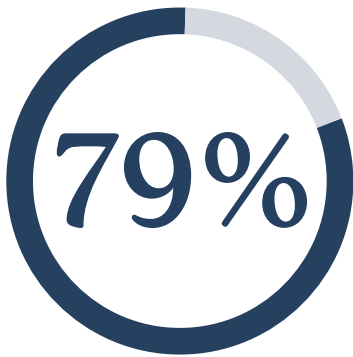


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CLOTHES SHOPPING

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



of consumers purchased clothing in the past month

