

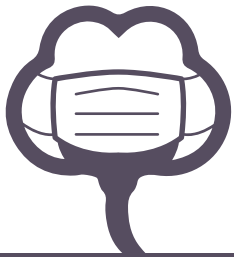
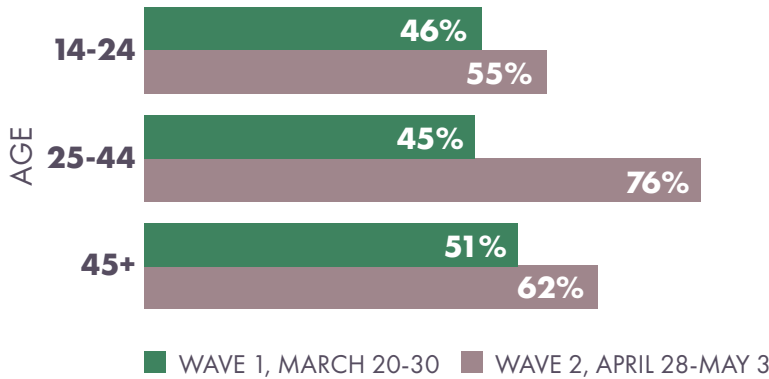


# COVID-19 & CONSUMER CONCERNS IN CHINA

SECOND WAVE

## THINGS TO KNOW ABOUT...

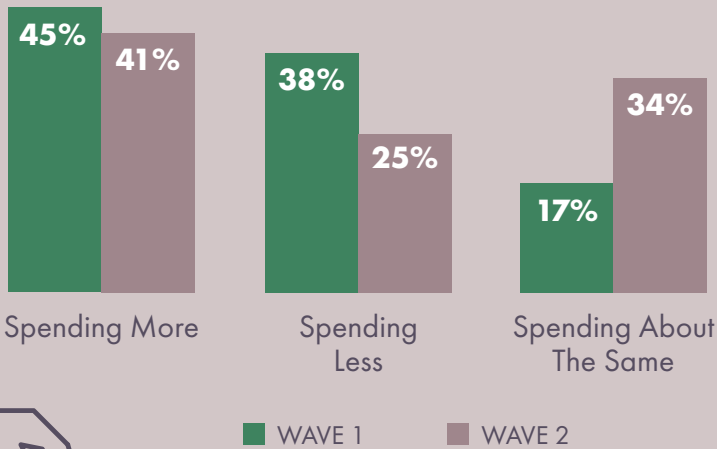
### Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



**89%** look to face masks to protect them

**60%** likely to look for cotton in face masks

### As recovery begins, many consumers are returning to normal levels of spending.



**72%** are trying to limit the money they spend.



### Online shopping remains strong.

% shopping online more than before the pandemic

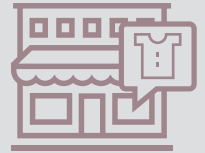
**62%** WAVE 1      **64%** WAVE 2



Consumers look forward to shopping in physical stores, even as they embrace online shopping.



**82%**  
will buy more clothing online in the future



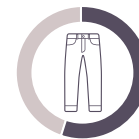
**75%**  
excited to shop for clothes in physical stores

**92%** plan to purchase clothing in the next 3 months

### Items that consumers plan to purchase in the future:



**56%** dress shirts



**55%** denim jeans



**54%** activewear



**53%** dress pants

### Expect this experience to change the way they shop in the future.

**70%** WAVE 1      **81%** WAVE 2



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)

Source: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in China conducted on March 20-30, 2020 (Wave 1) & April 28-May 29, 2020 (Wave 2). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.