

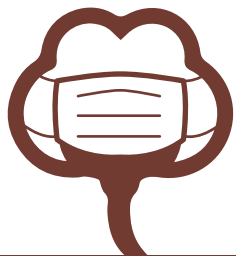
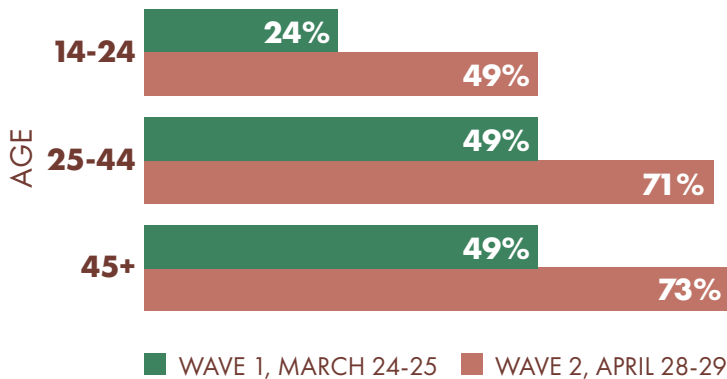


COVID-19 & CONSUMER CONCERNS IN MEXICO

SECOND WAVE

THINGS TO KNOW ABOUT...

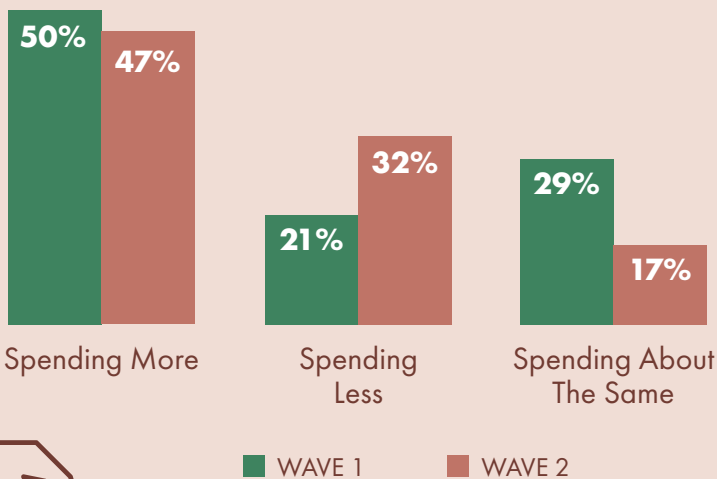
Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



84% look to face masks to protect them

89% likely to look for cotton in face masks

As the pandemic goes on, consumers are conserving their finances.



85% are trying to limit the money they spend.

Online shopping is up with stores closed.

% shopping online more than before the pandemic

26% WAVE 1 **37%** WAVE 2



Consumers are becoming more comfortable shopping for clothes online, but still look forward to shopping in physical stores.



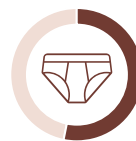
68%
will buy more clothing online in the future



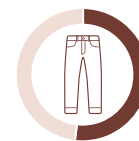
64%
excited to shop for clothes in physical stores

80% plan to purchase clothing in the next 3 months

Items that consumers plan to purchase in the future:



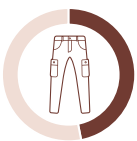
53%
intimate apparel



52%
denim jeans



47%
t-shirts



47%
casual pants

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

72% WAVE 1 **80%** WAVE 2



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in Mexico conducted on March 24-25, 2020 (Wave 1) and April 28-29, 2020 (Wave 2). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.