

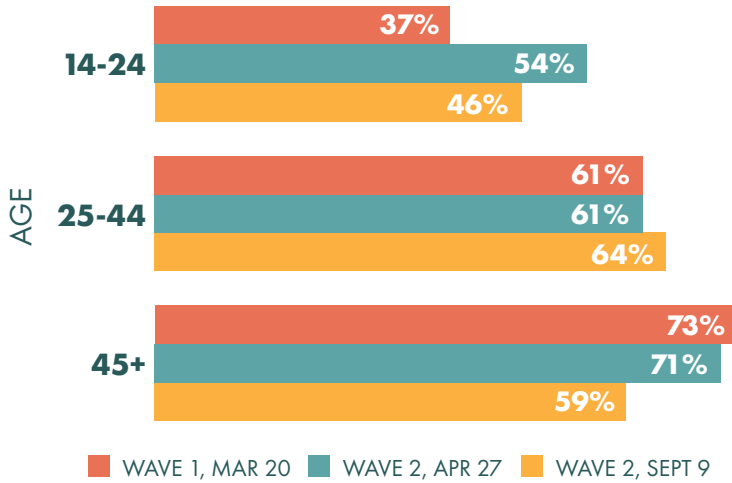


COVID-19 & CONSUMER CONCERNS IN THE U.S.

THIRD WAVE

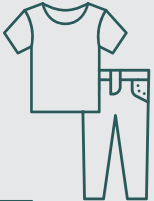
THINGS TO KNOW ABOUT...

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



Consumers Spend More On Clothing

% spending more on clothing since the start of the pandemic

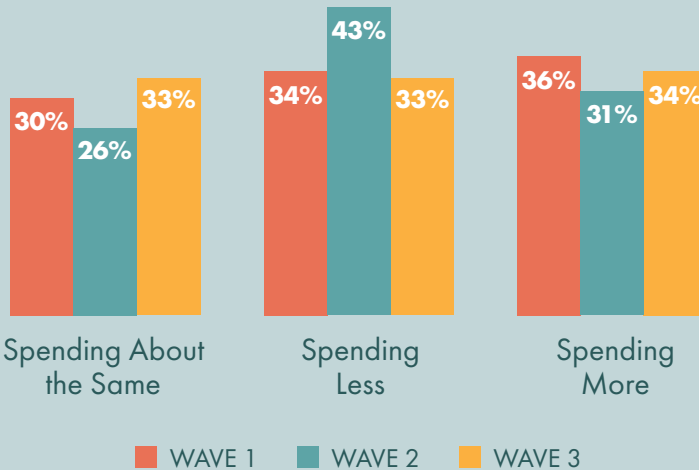


Pent-up Demand for Clothing Realized



81% purchased clothing in the past three months

As the pandemic continues, consumer spending is level.



63% plan to purchase in the next three months



43% clothing for comfort (t-shirts, loungewear, clothing made of cotton)



37% athletic clothing (activewear, athleisure)

64% of consumers feel comfortable shopping for clothing in physical stores

What would make you feel more comfortable shopping in store?



customers wear face masks



sales associates wear face masks and stay distant



hand sanitizer stations



extra distance between clothing racks



heightened sanitation of all surfaces and clothing

40% expect to spend more in the next few months

17% expect to spend less



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

Source: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 U.S. consumers conducted on March 20, 2020 (Wave 1), April 27, 2020 (Wave 2), September 9, 2020 (Wave 3). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.