

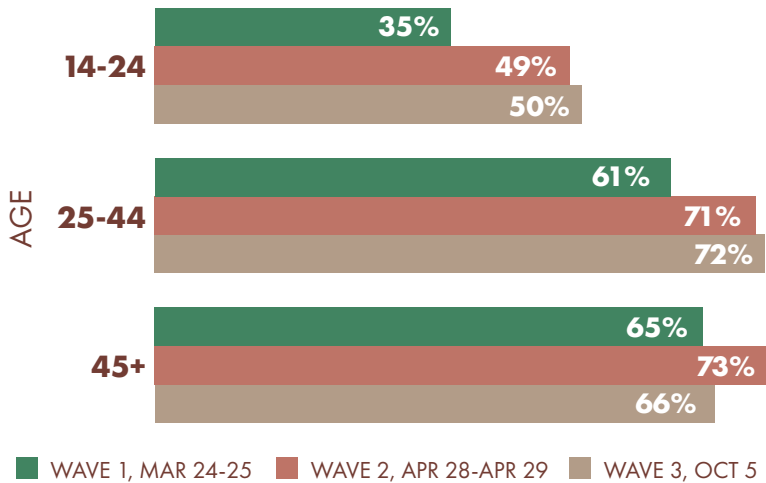


COVID-19 & CONSUMER CONCERNS IN MEXICO

THIRD WAVE

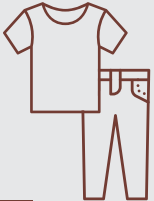
THINGS TO KNOW ABOUT...

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

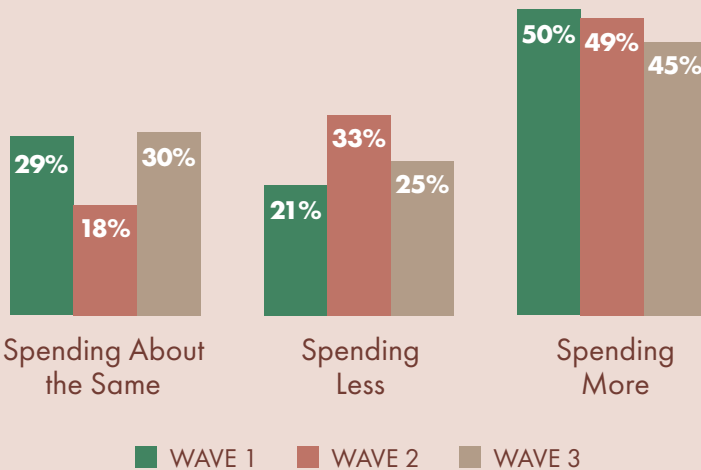


Pent-up Demand for Clothing Realized



76% purchased clothing in the past three months

Consumers maintain their spending, as the pandemic continues.



74% plan to purchase in the next three months



51% clothing for comfort (t-shirts, loungewear, clothing made of cotton)



46% athletic clothing (activewear, athleisure)

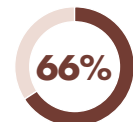
63% of consumers feel comfortable shopping for clothing in physical stores

What would make you feel more comfortable shopping in store?

(Of those who are uncomfortable due to COVID-19, N=229)



limited occupancy in stores



sales associates wear face masks and stay distant



temperature and symptom checks at entrance



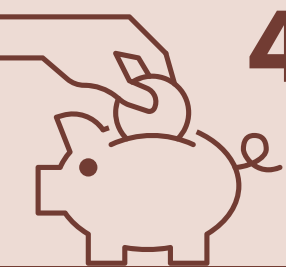
hand sanitizer stations



heightened sanitation of all surfaces & clothing

45% expect to spend more in the next few months

22% 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 consumers in Mexico conducted on 3/24-25/2020 (Wave 1), 4/28-29/2020 (Wave 2), 10/5/2020 (Wave 3). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.