

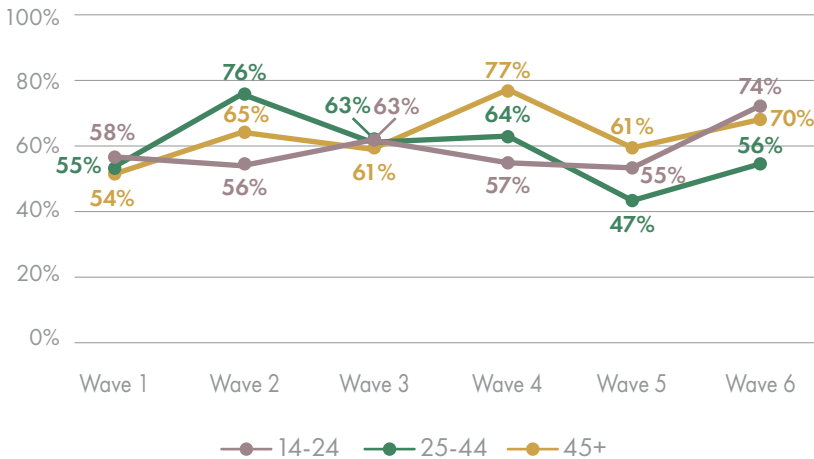


COVID-19 & CONSUMER CONCERNS IN CHINA

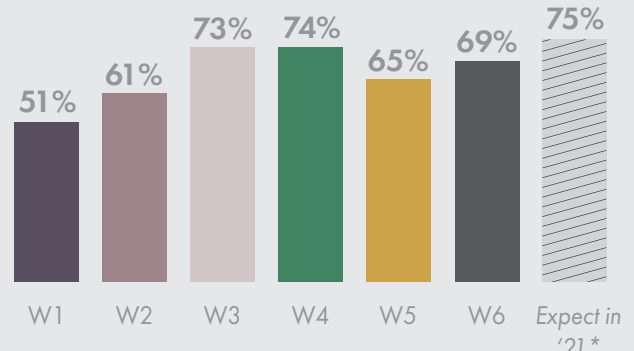
WAVE SIX

THINGS TO KNOW ABOUT...

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



Consumers Expect to Spend More % spending more on clothing since the start of the pandemic



*Percentage of consumers expecting to spend more in 2021.

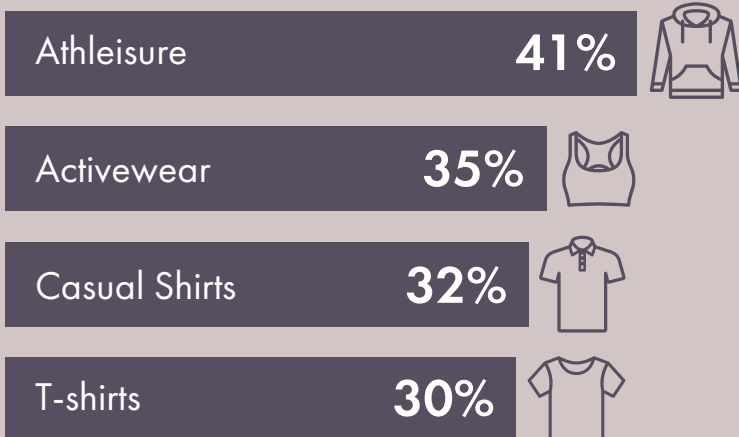


69% feel safe resuming normal, pre-pandemic activities.

95% have purchased or plan to purchase clothing to resume normal activities.



Consumers plan to purchase casual clothing in anticipation:



78% say pandemic experience will change the way they shop in the future:

Shop for half or more of clothing online:

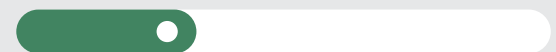
Before the pandemic:	After the pandemic:
39%	69%



48% will buy higher quality clothing



37% will take better advantage of sales



35% will be more purposeful, only buying what I will use



34% will do more research before purchasing clothing