



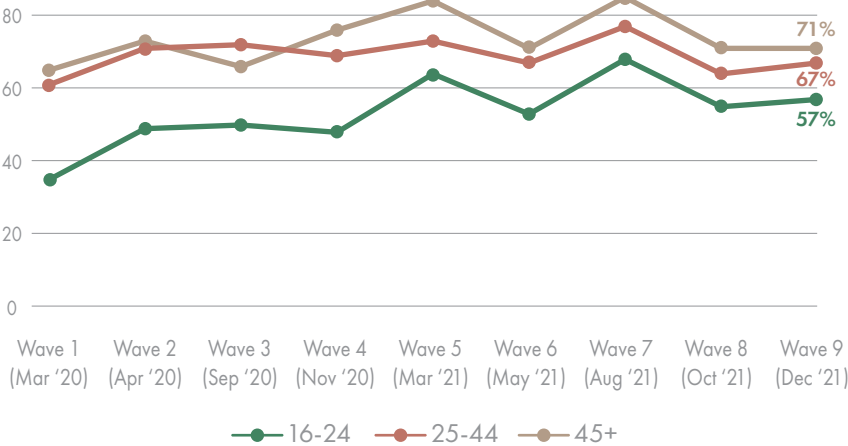
COVID-19 & CONSUMER CONCERNS IN MEXICO

WAVE NINE

THINGS TO KNOW ABOUT...

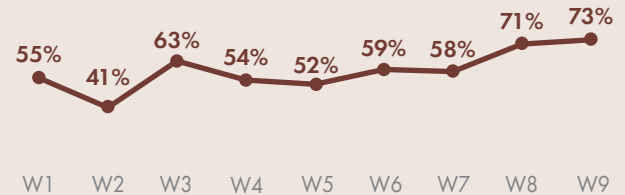
CONSUMERS EMERGE FROM QUARANTINE, CAUTIOUSLY

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



Clothing Spending Climbs

% spending more on clothing since the start of the pandemic



As Consumers Look to Dress Up and Go Out, Comfort Remains a Priority

	Most Worn in Nov.	Plan to Purchase
Dress Pants, Shirts or Blazers	29%	48%
T-shirts & Denim Jeans	40%	47%
Activewear & Athleisure	66%	42%
Loungewear (Sweats, Leggings)	43%	40%
Casual Tops & Bottoms	37%	40%



58% say they are restless to be out among people again

Percent of consumers who currently do the following:



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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in Mexico conducted Mar 2020 (Wave 1), Apr 2020 (Wave 2), Sep 2020 (Wave 3), Nov 2020 (Wave 4), Mar 2021 (Wave 5), May 2021 (Wave 6, n=1,000), Aug 2021 (Wave 7), Oct 2021 (Wave 8), Dec 2021 (Wave 9). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.