



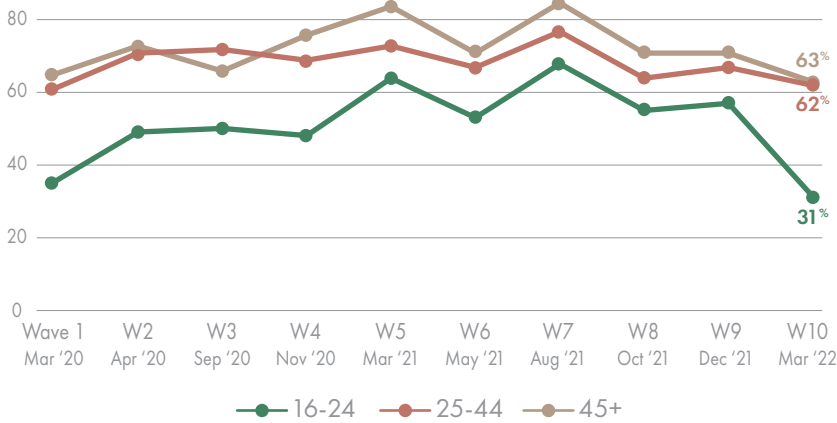
# COVID-19 & CONSUMER CONCERNS IN MEXICO

WAVE TEN

## THINGS TO KNOW ABOUT...

### CONSUMERS SEEK COMFORT AS PANDEMIC CONTINUES

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



90%

say we should keep public health measures even as case numbers improve

79%

say nothing will be the same again

#### Changing Shopping Routines

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

Percentage who shop for majority of clothing in person:

Before pandemic

86%

In the Future

56%

#### Continued Action from Retailers

Percentage saying it is important for retailers to take action:

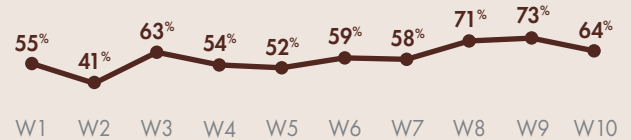
Ensure staff wear face masks 88%

Require face masks for customers 87%

Fully vaccinate all staff 80%

#### Clothing Spending Dips

Percent spending more or the same on clothing since the start of the pandemic



#### Consumers Are Getting Comfortable

90%

say wearing comfortable clothing helps them feel better right now

	Most Worn in Nov.	Most Worn in Feb.
Activewear & Athleisure	66%	65%
T-shirts & Denim Jeans	40%	50%
Loungewear (Sweats, Leggings)	43%	44%
Casual Tops & Bottoms	37%	40%
Dress Pants, Shirts or Blazers	29%	27%

#### Plan To Purchase



Athleisure



Activewear



Dress Pants

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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 in Mexico consumers conducted on 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), Mar 2022 (Wave 10).

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.