



# COVID-19 & CONSUMER CONCERNS IN CHINA

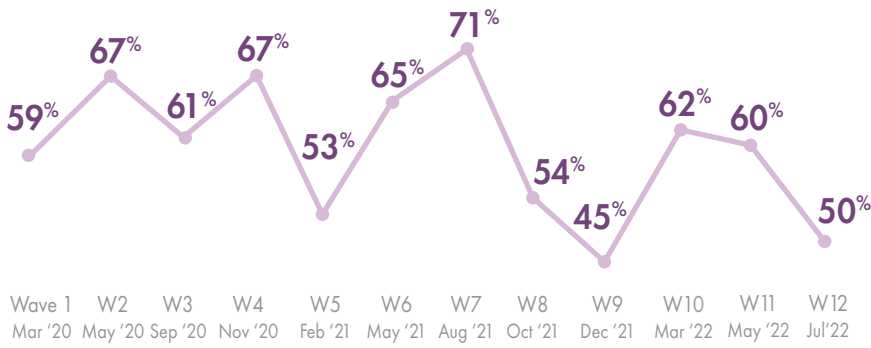
WAVE TWELVE

## THINGS TO KNOW ABOUT...

### EMERGING FROM THE LATEST SURGE

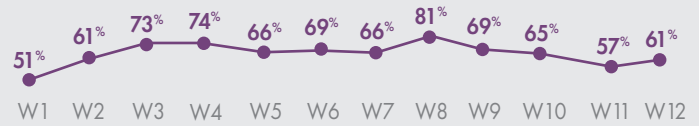
#### Concern Drops

% who are very concerned about the COVID-19 pandemic:



#### Clothing Spending Up Slightly

% spending more or the same amount on clothing since the start of the pandemic



#### Recent Purchases:



Athletic clothing

May '22

60%

July '22

62%



Casual clothing

49%

48%



Dress clothing

37%



44%



Loungewear

33%

36%



T-shirts & Denim Jeans

44%



31%

**88%** say it will take community a long time to heal

#### Top Pandemic Concerns:

Physical and mental health

43%

A new COVID surge

33%

Future COVID restrictions

32%

#### Occasions for Purchase:



Exercise/ Recreation



Going out/ Socializing



Work



Hanging around the house



A special occasion

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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 Chinese 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), May 2022 (Wave 11), Jul 2022 (Wave 12).

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