

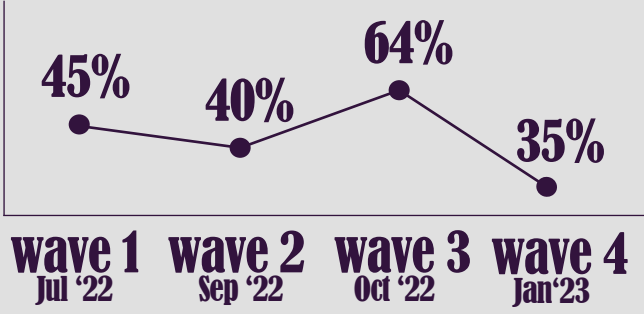


CONSUMERS & INFLATION

THINGS TO KNOW ABOUT...

WAVE FOUR

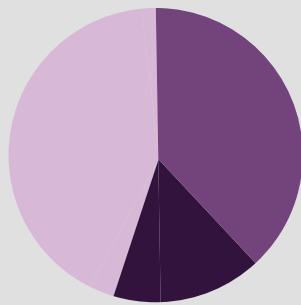
CHINA



Consumers are personally very concerned about the economy



Compared to a few months ago, inflation is impacting consumers:



23% MORE SEVERELY

44% ABOUT THE SAME

32% LESS SEVERELY

TOP CONCERNS

(among those who are concerned, N=824)

45% Wages/salary keeping up with cost of living

38% Potential for recession

35% Cost of healthcare

IMPACT ON SHOPPING

50% Fewer impulse purchases

43% Buy higher quality, longer-lasting items

38% More research so I can get the best value

35% Fewer shopping trips

SUPPLY CHAIN

73% say they have been impacted by shortages in the supply chain

71% SLIGHT

25% MODERATE

4% SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=731)

- 48%** Try new brand or similar product
- 47%** Stock up on essentials when I find them
- 41%** Ask friends and family to help find products
- 41%** Research online where to find products in stock

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

Source: Cotton Incorporated's Inflation & Supply Chain Survey, N=1,000 conducted on Jul 2022 (Wave 1), Aug/Sep 2022 (Wave 2), October 25, 2022 (Wave 3), January 2023 (Wave 4).

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