

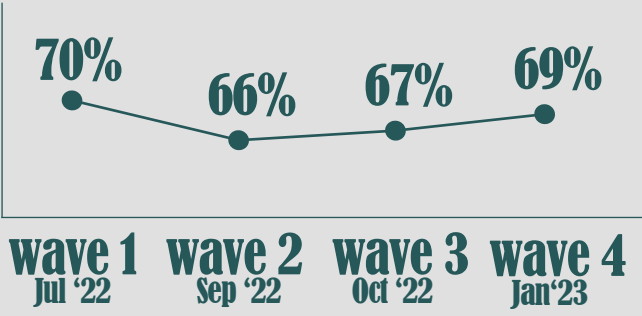


CONSUMERS & INFLATION

THINGS TO KNOW ABOUT...

WAVE FOUR

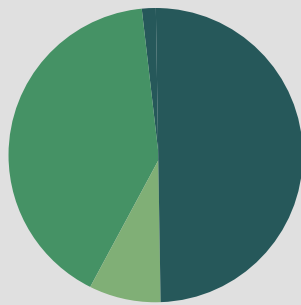
U.S.



Consumers are personally very concerned about the economy



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



53% MORE SEVERELY

34% ABOUT THE SAME

13% LESS SEVERELY

TOP CONCERNS

(among those who are concerned, N=966)



62% Prices on everyday goods (groceries & household items)



45% Cost of gas



44% Wages/salary keeping up with cost of living

IMPACT ON SHOPPING



50% Fewer impulse purchases



42% Fewer shopping trips



33% More research so I can get the best value



29% More second-hand items

SUPPLY CHAIN

81%

say they have been impacted by shortages in the supply chain



57%

SLIGHT



31%

MODERATE



12%

SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=814)



49%

Stock up on essentials when I find them

47%

Try new brand or similar product

38%

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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