



HOLIDAY SHOPPING U.S. 2024



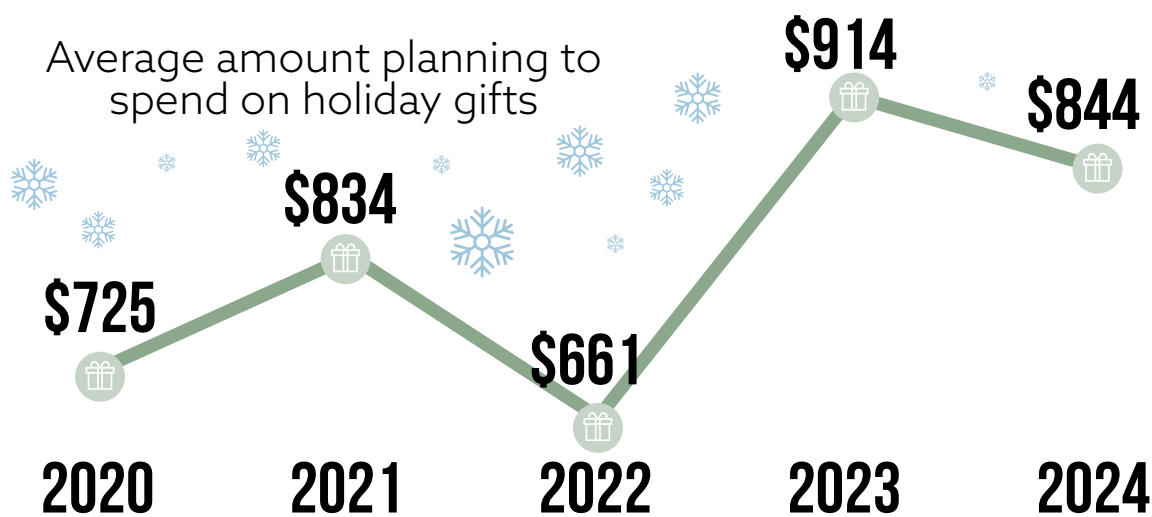
'TIS THE SEASON FOR SHOPPING

58%
BLACK FRIDAY

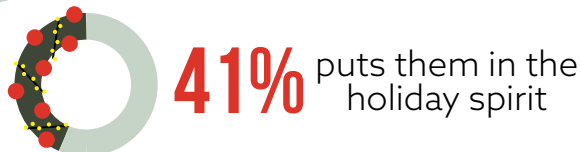
48%
CYBER MONDAY



Average amount planning to spend on holiday gifts



68% PLAN TO DO THEIR HOLIDAY SHOPPING IN A PHYSICAL STORE, BECAUSE....



Consumers plan to purchase gifts for an average of **7 people.**



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

Source: Cotton Incorporated Lifestyle Monitor™ Survey, 2024

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2024 Cotton Incorporated.



HOLIDAY SHOPPING U.S. 2024



'TIS THE SEASON FOR SHOPPING

Consumers plan to buy the following as gifts...

59%



Clothing

52%



Gift Cards

38%



Toys

29%



Cosmetics/Beauty Items

27%



Footwear

69%

of consumers say they would like to receive clothing as a gift this holiday season.



57% T-SHIRTS



37% SWEATERS



37% SLEEPWEAR

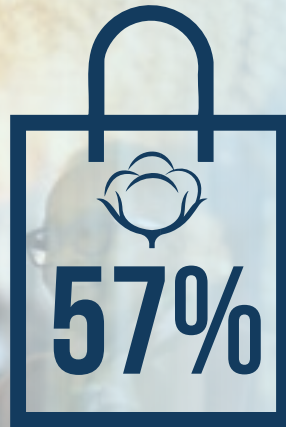


36% JEANS



34% OUTERWEAR

CLOTHES: GIFTED IN STYLE



Look for cotton when shopping for clothing gifts because....



76% COMFORTABLE



59% SOFT



57% FEELS GOOD



52% QUALITY FABRIC



52% DURABLE



42% BREATHABLE



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

Source: Cotton Incorporated Lifestyle Monitor™ Survey, 2024

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2024 Cotton Incorporated.