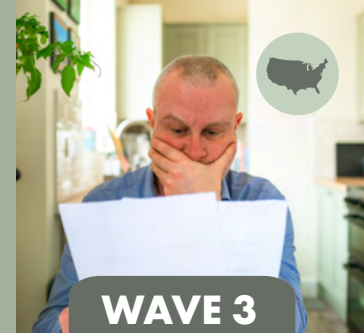




COTTON INCORPORATED'S SUPPLY CHAIN **INSIGHTS**

TRACKING CONSUMER SENTIMENT IN THE U.S.



WAVE 3

TOP CONSUMER CONCERNS % SAY IT IS A MAJOR CONCERN (CHANGE FROM MARCH '25)

PERSONAL



62%

Household finances



57%

My family's future



56%

Physical health



SOCIAL



67%

The economy



66%

Wages keep up with cost of living



61%

Healthcare system

CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD



45%

Uncertain



42%

Worried



34%

Hopeful



27%

Calm



21%

Excited



48%

SAY EMOTION STRONGLY IMPACTS SHOPPING

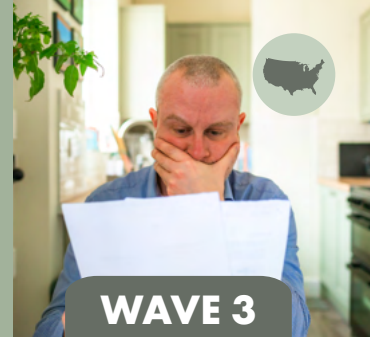


For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's Consumer Sentiment Survey, Wave 3, a survey of n=2,929 consumers in the U.S., Mexico, and China. U.S. respondents, n=986
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2025 Cotton Incorporated.



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

TRACKING CONSUMER SENTIMENT IN THE U.S.



WAVE 3

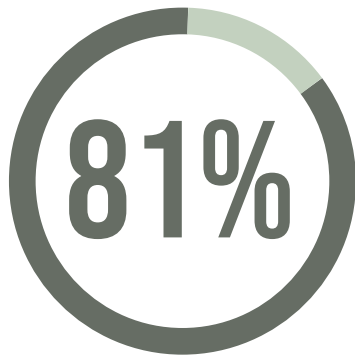
CLOTHES SHOPPING

COMPARED TO A FEW MONTHS AGO, ARE YOU SPENDING MORE, LESS, OR ABOUT THE SAME AMOUNT ON CLOTHING?

28% MORE ↑

34% SAME ↓

38% LESS



81% of consumers purchased clothing in the past month

44%

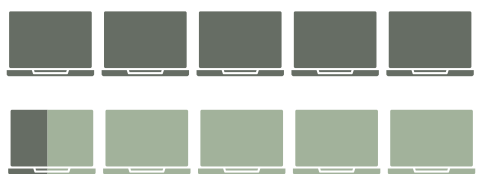
have seen prices increasing on clothing in the past month

60%

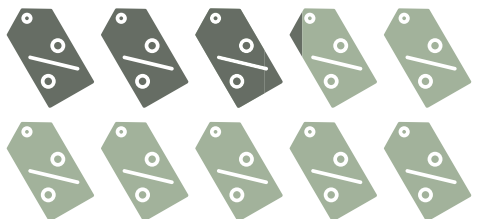
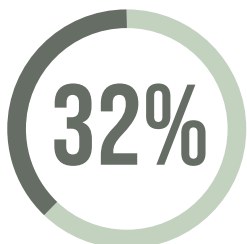
waiting to buy new clothes until they're more certain about the future



purchased in a physical store



purchased online



purchased second-hand clothing

MOST RECENT CLOTHES PURCHASE



49% T-shirts



26% Denim jeans



24% Activewear



23% Athleisure



22% Leggings or yoga pants

