



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS  
**TRACKING CONSUMER SENTIMENT**  
 in Germany



WAVE 6

**TOP CONSUMER CONCERNS** % say it is a major concern

**PERSONAL**



**41%** Household finances



**37%** My family's future



**35%** Physical health

**SOCIAL**



**57%** The economy



**56%** War/Foreign relations



**56%** Healthcare system

**CONSUMER EMOTIONS** % feel strongly when thinking about the wider world



**51%**

Worried



**41%**

Uncertain



**23%**

Excited



**20%**

Calm



**19%**

Hopeful



**40%**

say emotion strongly impacts shopping



**CLOTHES SHOPPING**

compared to a few months ago, are you spending more, less, or about the same amount on clothing?

15% more

40% same

45% less



of consumers purchased clothing in the past month

**46%**

have seen prices increasing on clothing in the past month

**72%**

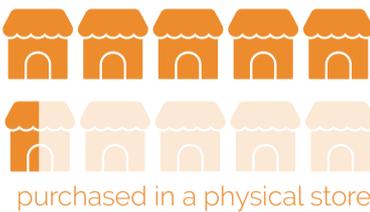
say shopping is a positive activity for me



**56%**



**55%**



**24%**



**MOST RECENT CLOTHES PURCHASE**



**32%** T-shirts



**21%** Denim jeans



**20%** Sweats



**18%** Leggings



**17%** Activewear

