



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS
TRACKING CONSUMER SENTIMENT
 in the U.K.



U.K.

TOP CONSUMER CONCERNS % say it is a major concern

PERSONAL

49% Household finances

44% My family's future

42% Mental health

SOCIAL

57% Wages keep up with cost of living

57% Economy

52% Healthcare system

CONSUMER EMOTIONS % feel strongly when thinking about the wider world

46%
Uncertain

43%
Worried

24%
Hopeful

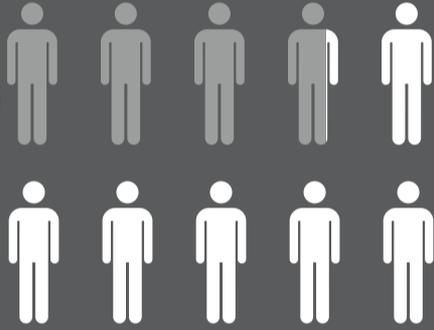
20%
Calm

16%
Excited



38%

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?

19% more

34% same

47% less

78%

of consumers purchased clothing in the past month

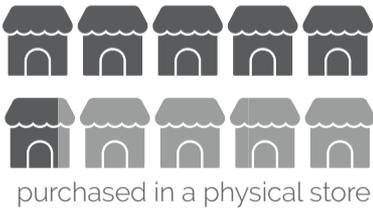
59%

have seen prices increasing on clothing in the past month

66%

say shopping is a positive activity for me

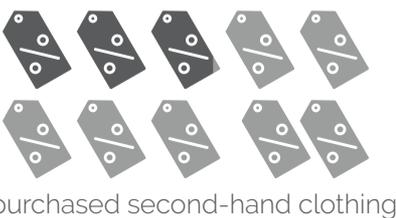
58%



58%



29%



MOST RECENT CLOTHES PURCHASE

34% T-shirts

23% Denim jeans

22% Sweats

20% Leggings

