

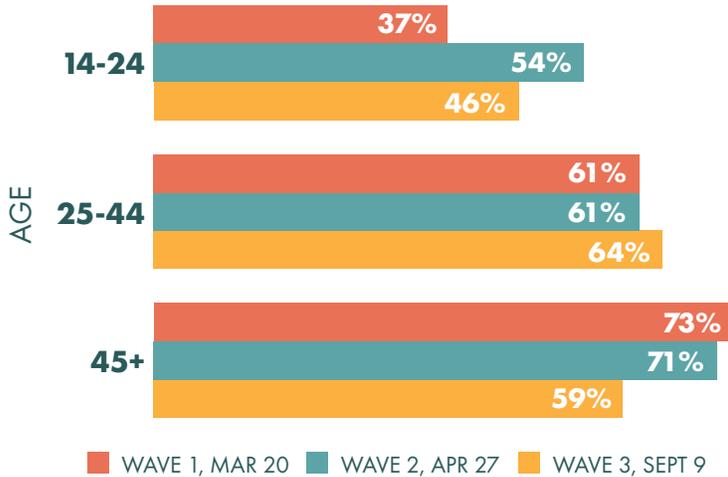


COVID-19 & CONSUMER CONCERNS IN THE U.S.

THIRD WAVE

THINGS TO KNOW ABOUT...

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



Consumers Spend More On Clothing

% spending more on clothing since the start of the pandemic

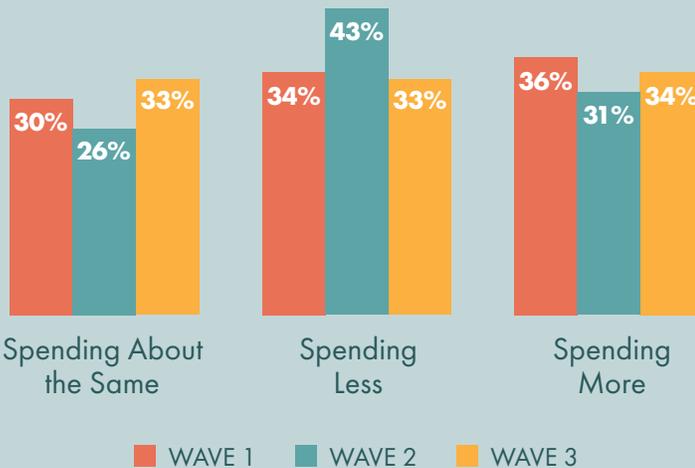


Pent-up Demand for Clothing Realized



81% purchased clothing in the past three months

As the pandemic continues, consumer spending is level.



63% plan to purchase in the next three months



43% clothing for comfort (t-shirts, loungewear, clothing made of cotton)



37% athletic clothing (activewear, athleisure)

64% of consumers feel comfortable shopping for clothing in physical stores

What would make you feel more comfortable shopping in store?

(Of those who are uncomfortable due to COVID-19, N=182)



customers wear face masks



sales associates wear face masks and stay distant



hand sanitizer stations



extra distance between clothing racks



heightened sanitation of all surfaces and clothing

40% expect to spend more in the next few months

17% expect to spend less



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

Source: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 U.S. consumers conducted on March 20, 2020 (Wave 1), April 27, 2020 (Wave 2), September 9, 2020 (Wave 3). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.