

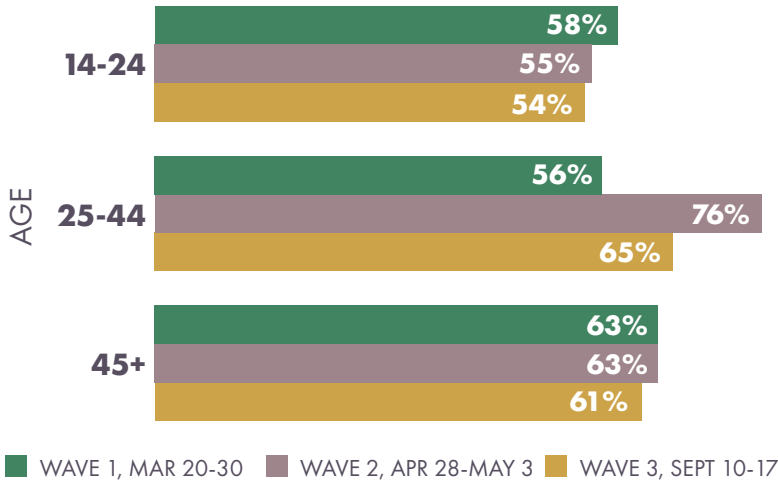


COVID-19 & CONSUMER CONCERNS IN CHINA

THIRD WAVE

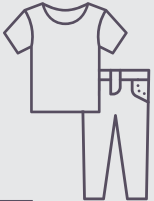
THINGS TO KNOW ABOUT...

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



96% purchased clothing in the past three months

77%

plan to purchase in the next three months



53%

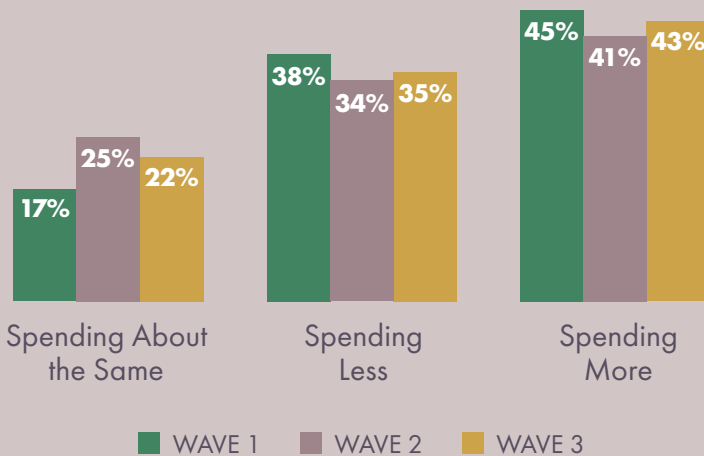
clothing for comfort (t-shirts, loungewear, clothing made of cotton)



41%

athletic clothing (activewear, athleisure)

Consumers maintain their spending, as the pandemic continues.



69%

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=261)



sales associates wear face masks and stay distant



hand sanitizer stations



customers wear face masks



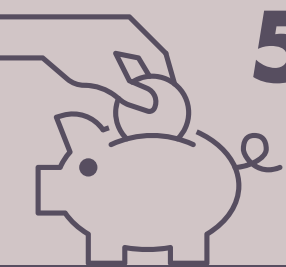
limited occupancy in stores



heightened sanitation of all surfaces & clothing

55% expect to spend more in the next few months

16% 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 consumers in China conducted on 3/20-30/2020 (Wave 1), 4/27-5/3, 2020 (Wave 2), 9/10-17/2020 (Wave 3). AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2020 Cotton Incorporated.