

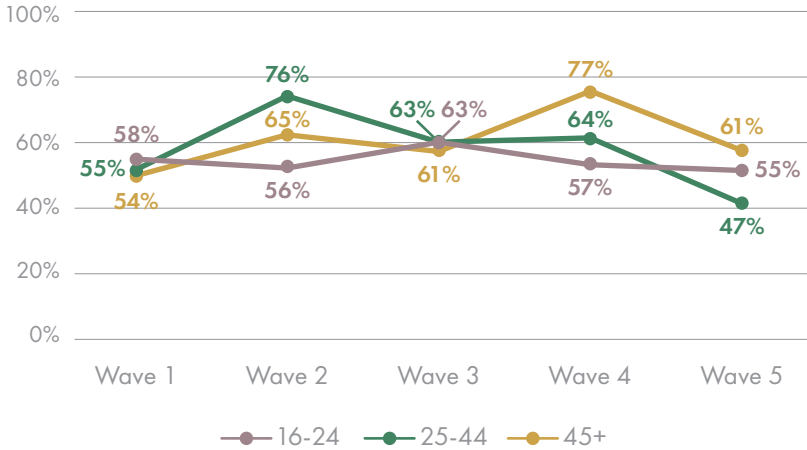


COVID-19 & CONSUMER CONCERNS IN CHINA

THINGS TO KNOW ABOUT...

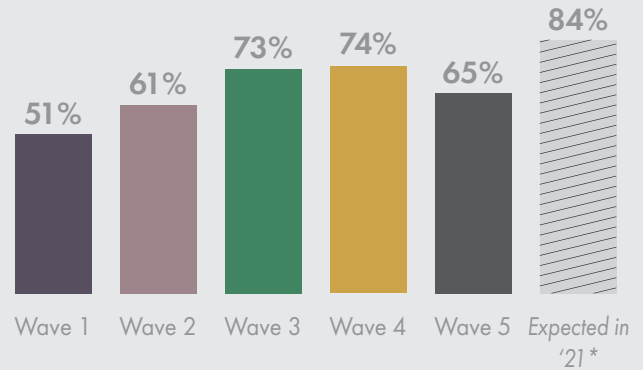
A Year in Review: Consumers Look Ahead

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



Consumers Expect to Spend More

% spending the same amount or more on clothing since the start of the pandemic



*Consumer expectations for spending in 2021, compared to 2020



89% believe the pandemic will be over by the end of 2021.²

When it is safe, consumers are most looking forward to:[^]



80% are planning to buy clothing for these activities:[^]



Many consumers will make their purchases online.[^]



69%

expect to purchase at least half of their clothing online in the future.

Consumers desire to dress up, but comfortable clothing remains essential.[^]



84% look forward to dressing up again



91% say wearing comfortable clothing helps me feel better

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

Sources: Cotton Incorporated's COVID-19 Consumer Response Survey, a survey of 500 consumers in China conducted on Mar 2020 (Wave 1), Apr 2020 (Wave 2), Sep 2020 (Wave 3), Nov 2020 (Wave 4), ^Mar 2021 (Wave 5). ²Cotton Incorporated's Sustainability and Health & Wellness Survey, a survey of 500 consumers conducted Mar 2021.

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