

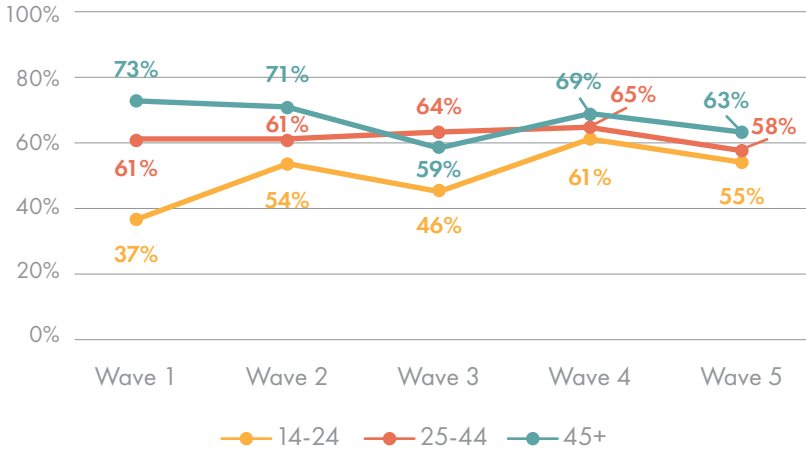


COVID-19 & CONSUMER CONCERNS IN THE U.S.

THINGS TO KNOW ABOUT...

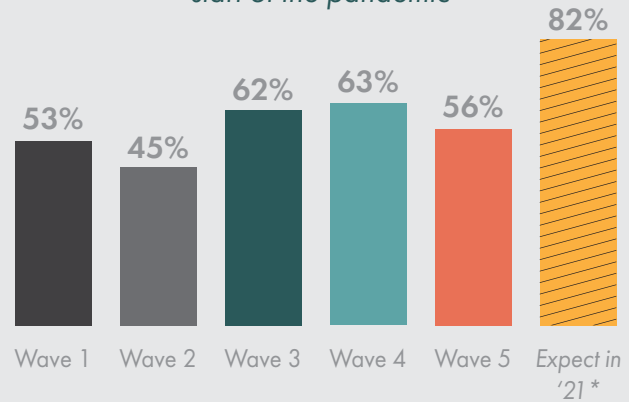
A Year in Review: Consumers Look Ahead

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



Consumers Expect to Spend More

% spending more on clothing since the start of the pandemic



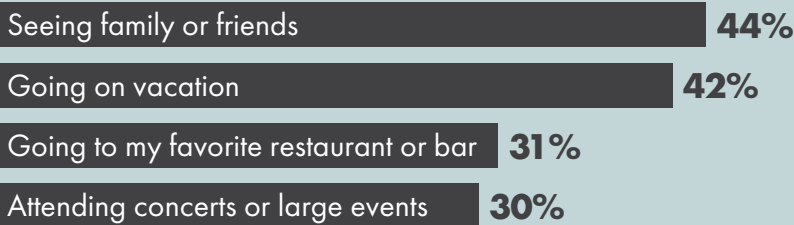
*Consumer expectations for spending in 2021, compared to 2020



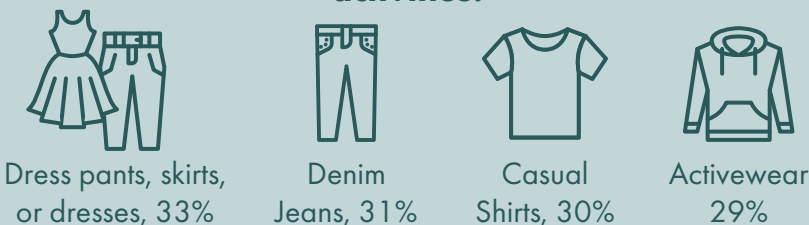
66%

believe the pandemic will be over by the end of 2021.²

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



66% are planning to buy clothing for these activities:



Many consumers will make their purchases online.



49%

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

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



72%

 look forward to dressing up again

87%

 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 U.S. consumers 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 New Year Survey, a survey of 500 U.S. consumers conducted Dec 2020. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2021 Cotton Incorporated.