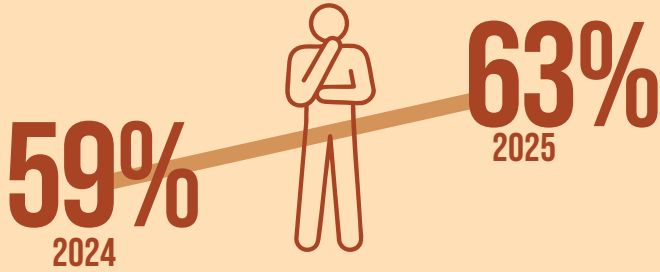




# COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS 2025 Consumer Outlook



CONSUMERS ARE VERY HOPEFUL THE COMING YEAR WILL BE BETTER THAN THE PREVIOUS

## TOP CONCERNS FOR 2025:



48% INFLATION/THE ECONOMY



45% MY PERSONAL FINANCES



37% MY PHYSICAL/ MENTAL HEALTH

# 52%

MADE A NEW YEAR'S RESOLUTION

## NEW YEAR'S RESOLUTION

CONSUMERS RESOLVE TO IMPROVE THEIR:

- FINANCES
- PHYSICAL HEALTH
- MENTAL HEALTH
- PHYSICAL APPEARANCE



73%

GEN Z



59%

MILLENNIALS



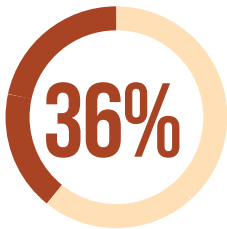
41%

GEN X



22%

BOOMERS



PURCHASED CLOTHING TO HELP WITH RESOLUTIONS

## MOST PURCHASED CLOTHING:



45% ACTIVEWEAR



45% SWEATS



53% T-SHIRTS





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## 2025 CLOTHING STYLE

**77%**  
SAY CLOTHING  
STYLE REFLECTS  
THEIR IDENTITY

STYLE IS MORE IMPORTANT  
THAN COMFORT, % AGREE:

18-34 **53%**  
35-64 **34%**



**48%** MORE COMFORTABLE

**35%** MORE PRESENTABLE

**33%** LESS DRESSY

**61%**  
REPORT A CHANGE  
TO THEIR CLOTHING  
STYLE IN 2024



## CONSUMER VOICES: WHY HAS YOUR STYLE CHANGED RECENTLY?

"I AM TRYING TO REDUCE THE STRESS IN MY LIFE AND SURROUNDING MYSELF WITH FEWER THINGS". - 41YO WOMAN

"A DESIRE TO BE MORE COMFORTABLE DURING THE DAY. TIGHT CLOTHES ARE SO UNCOMFORTABLE. I AM DONE WITH THEM". - 52YO WOMAN

"EARNING INCOME FOR MY NEW JOB GIVES ME MORE CLOTHING OPTIONS". - 23YO MAN

"BECOMING A MOM AND WANTING TO BE SEEN IN A DIFFERENT LIGHT". - 21YO WOMAN

