



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

CHINA EDITION

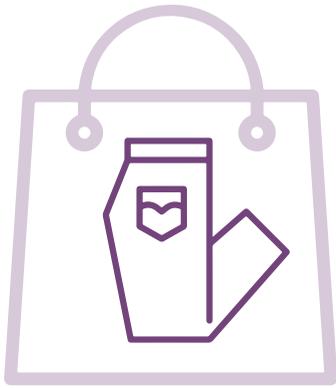


Size of Denim Jeans Market¹



11

Chinese own an average of 11 pairs of denim jeans



Purchase Intention

CHINA: Planning to purchase more, same, less denim jeans this year

49%
More

45%
Same

6%
Less

Where Chinese consumers are planning to purchase this year:



40%
All/mostly in-store

32% Equally in-store/online



28%
All/mostly online

Where do you get inspiration for a new pair of jeans?



Online



In-store window displays



Social Media



Douyin, Xiaohongshu, WeChat



Friends/Family

Top Purchase Drivers



Comfort



Fit



Quality

More important than other countries*



Versatile



Classic/Trendy Style



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
"CCI & Cotton Incorporated's 2021 Global Denim Survey" n=1,000 Chinese consumers age 18-60.

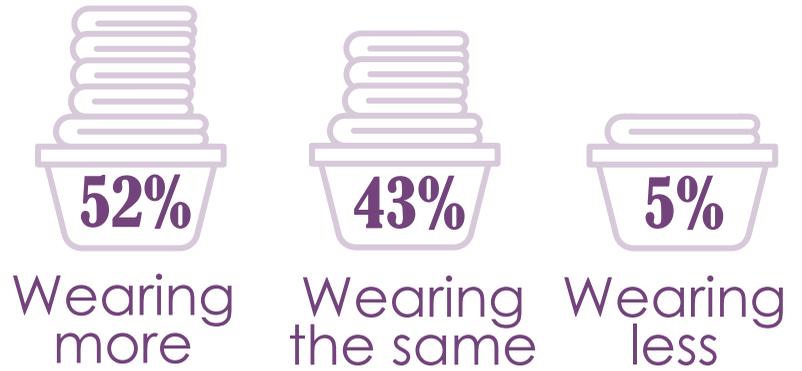
*The survey was also conducted in France, Germany, India, Italy, Mexico, Netherlands, Spain, U.K., U.S. ¹Euroonitor International AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

SUPPLY CHAIN INSIGHTS: DENIM JEANS

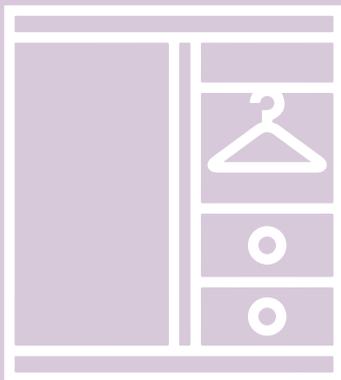
Compared to manmade fibers, jeans made with **cotton** are the...

- 74%** Most authentic
- 74%** Softest
- 74%** Reliable/trustworthy
- 73%** Most comfortable
- 72%** Most breathable

Has **COVID** changed how regularly you wear denim jeans:



Wearing these styles more often than before pandemic:



Favorite fiber to wear for jeans:

76% Cotton
16% Rayon
9% Polyester

