



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

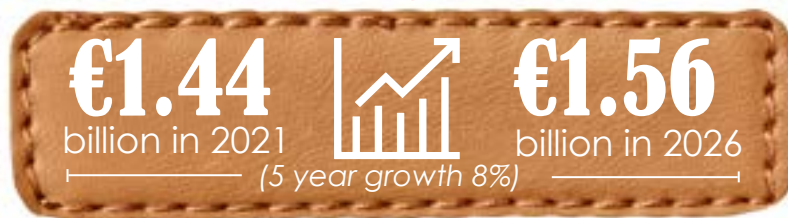
DENIM JEANS



FRANCE EDITION

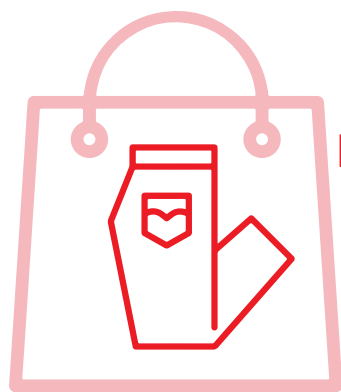


Size of Denim Jeans Market¹



9

French own an average of 9 pairs of denim jeans



Purchase Intention

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

28%
More

61%
Same

11%
Less

Where French consumers are planning to purchase this year:



60%
All/mostly in-store

26% Equally in-store/online



14%
All/mostly online

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



In-store window displays



Online



Friends/Family



Social Media



Top Purchase Drivers



Fit



Comfort



Quality

More important than other countries*



Versatile



Sustainable



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

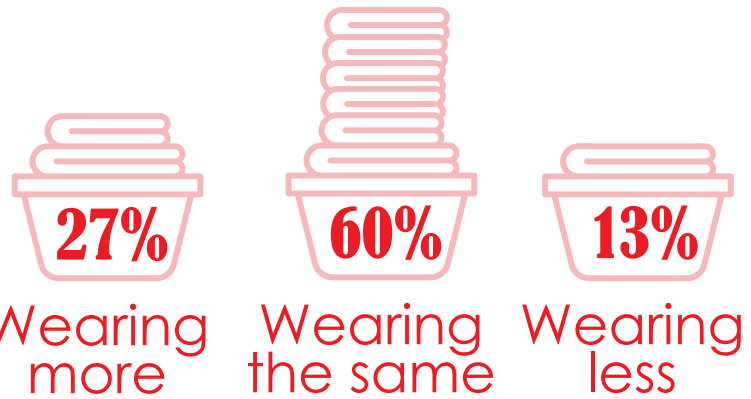
*The survey was also conducted in China, Germany, India, Italy, Mexico, Netherlands, Spain, U.K., U.S. ¹Euromonitor International AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

SUPPLY CHAIN INSIGHTS: DENIM JEANS

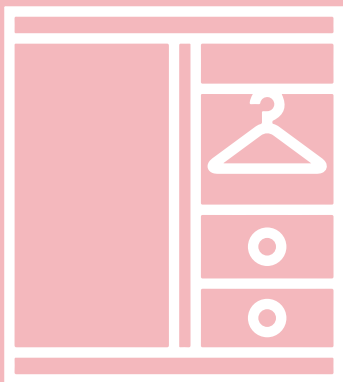
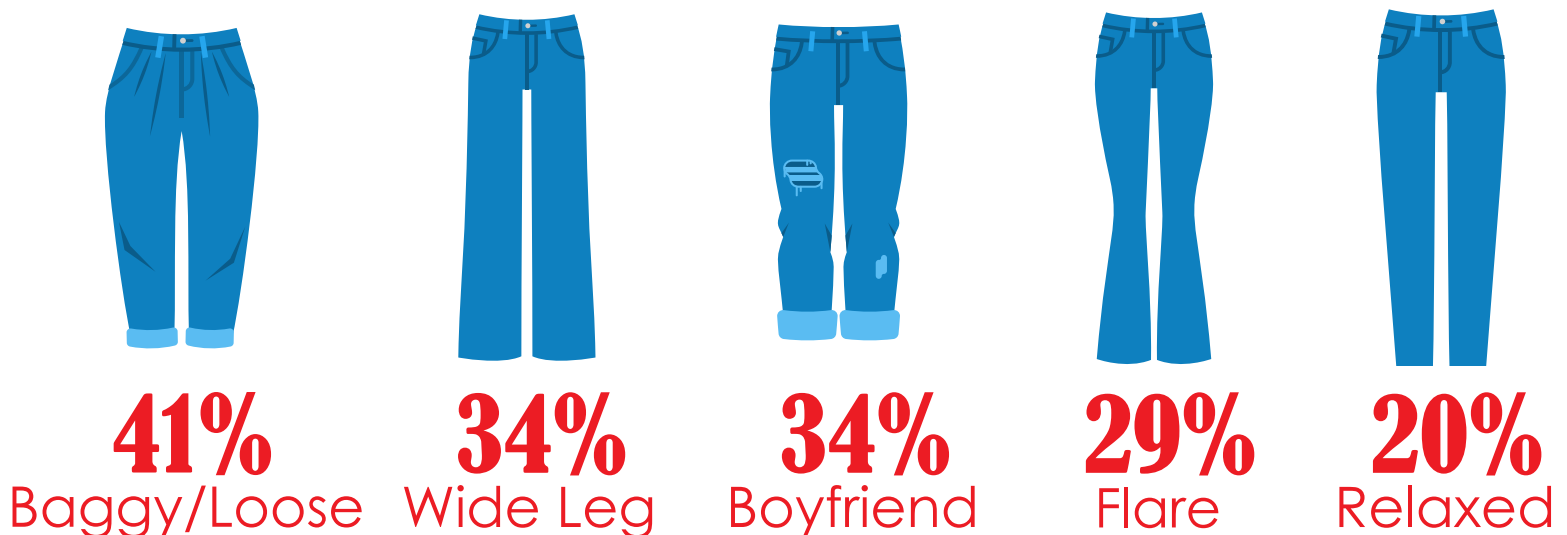
Compared to manmade fibers, jeans made with **cotton** are the...

- 71%** Most authentic
- 69%** Highest quality
- 69%** Reliable/trustworthy
- 68%** Most comfortable
- 67%** Longest lasting

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



Wearing these styles a lot more often than before pandemic:



Favorite fiber to wear for jeans:

80% Cotton
14% Polyester
6% Rayon