



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



GERMANY EDITION



Size of Denim Jeans Market¹

€2.48

billion in 2021



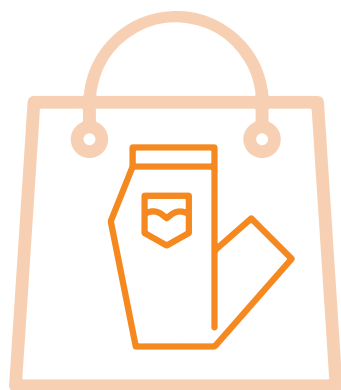
€3.13

billion in 2026

(5 year growth 26%)

9

Germans own an average of 9 pairs of denim jeans



Purchase Intention

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

26%

More

61%

Same

13%

Less

Where German consumers are planning to purchase this year:



50%

All/mostly in-store

27%

Equally in-store/online



23%

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



Durability



Holds Shape



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

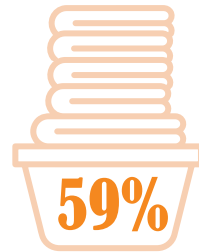
The survey was also conducted in China, France, India, Italy, Mexico, Netherlands, Spain, U.K., U.S. ¹Euromonitor International
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

SUPPLY CHAIN INSIGHTS: DENIM JEANS

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

- 73%** Highest quality
- 71%** Most sustainable
- 69%** Longest lasting
- 69%** Most authentic
- 68%** Most breathable

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



Wearing more



Wearing the same



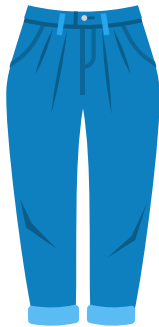
Wearing less

Wearing these styles a lot more often than before pandemic:



29%

Wide Leg



28%

Baggy/Loose



26%

Boyfriend



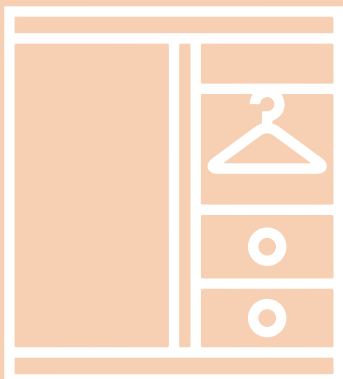
21%

Relaxed



17%

Flare



Favorite fiber to wear for jeans:

85% Cotton

9% Polyester

6% Rayon