



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



INDIA EDITION



Size of Denim Jeans Market¹

₹194.3

billion in 2021



₹405

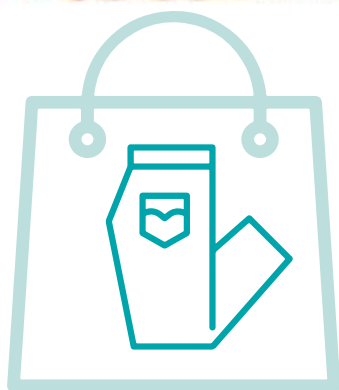
billion in 2026

(5 year growth 108%*)

*Strongest growth

12

Indians own an average of 12 pairs of denim jeans



Purchase Intention

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

59%

More*

*Highest

29%

Same

12%

Less

Where Indian consumers are planning to purchase this year:



46%

All/mostly in-store

27%

Equally in-store/online



27%

All/mostly online

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



Online



Social Media



Friends/Family



In-store window displays

Top Purchase Drivers



Quality



Comfort



Fit



Durability



Price



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

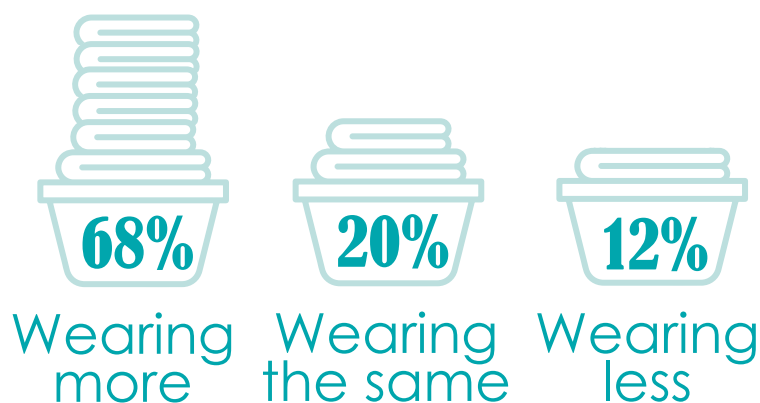
*The survey was also conducted in China, France, Germany, Italy, Mexico, Netherlands, Spain, U.K., U.S. ¹Euromonitor International AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

SUPPLY CHAIN INSIGHTS: DENIM JEANS

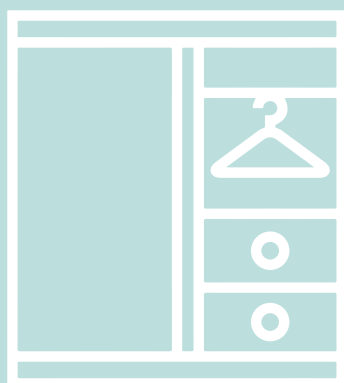
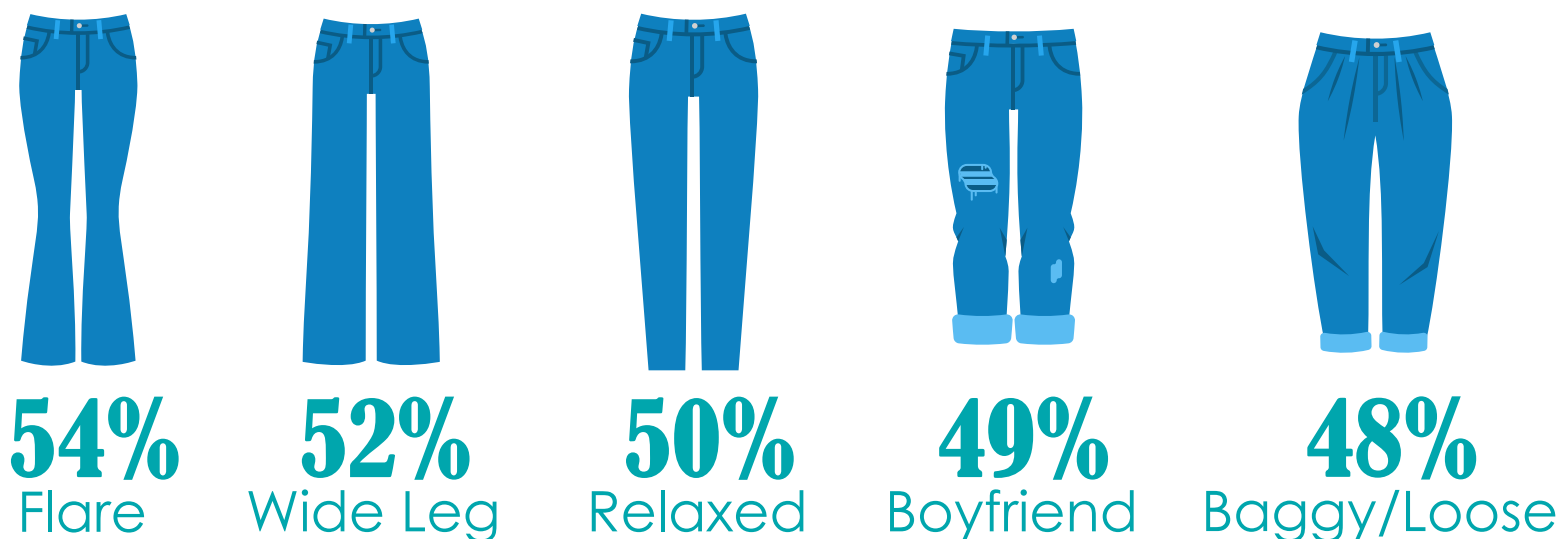
Compared to manmade fibers, jeans made with **cotton** are the...

- 80%** Longest lasting
- 75%** Most sustainable
- 75%** Highest quality
- 75%** Most breathable
- 74%** Most safe

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:

81% Cotton
10% Rayon
9% Polyester