



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS

ITALY EDITION



## Size of Denim Jeans Market<sup>1</sup>



# 9

Italians own an average of 9 pairs of denim jeans



## Purchase Intention

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

**31%**  
More

**58%**  
Same

**11%**  
Less

## Where Italian consumers are planning to purchase this year:



**61%**  
All/mostly in-store

**29%** Equally in-store/online



**10%**  
All/mostly online

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



In-store window displays



Online



Social Media



Friends/Family

## Top Purchase Drivers



### Fit



### Comfort



### Quality

## More important than other countries\*



### Versatile



## Made of Cotton



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

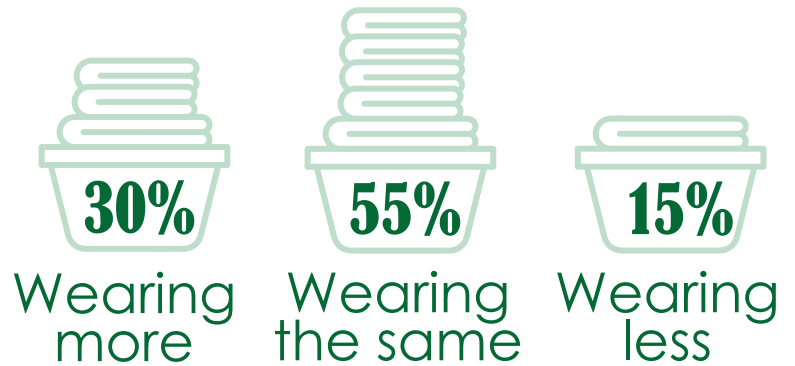
\*The survey was also conducted in China, France, Germany, India, Mexico, Netherlands, Spain, U.K., U.S. <sup>1</sup>Euroonitor International AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

## SUPPLY CHAIN INSIGHTS: DENIM JEANS

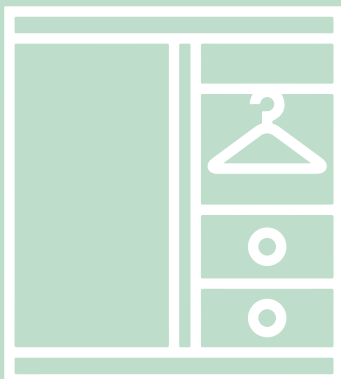
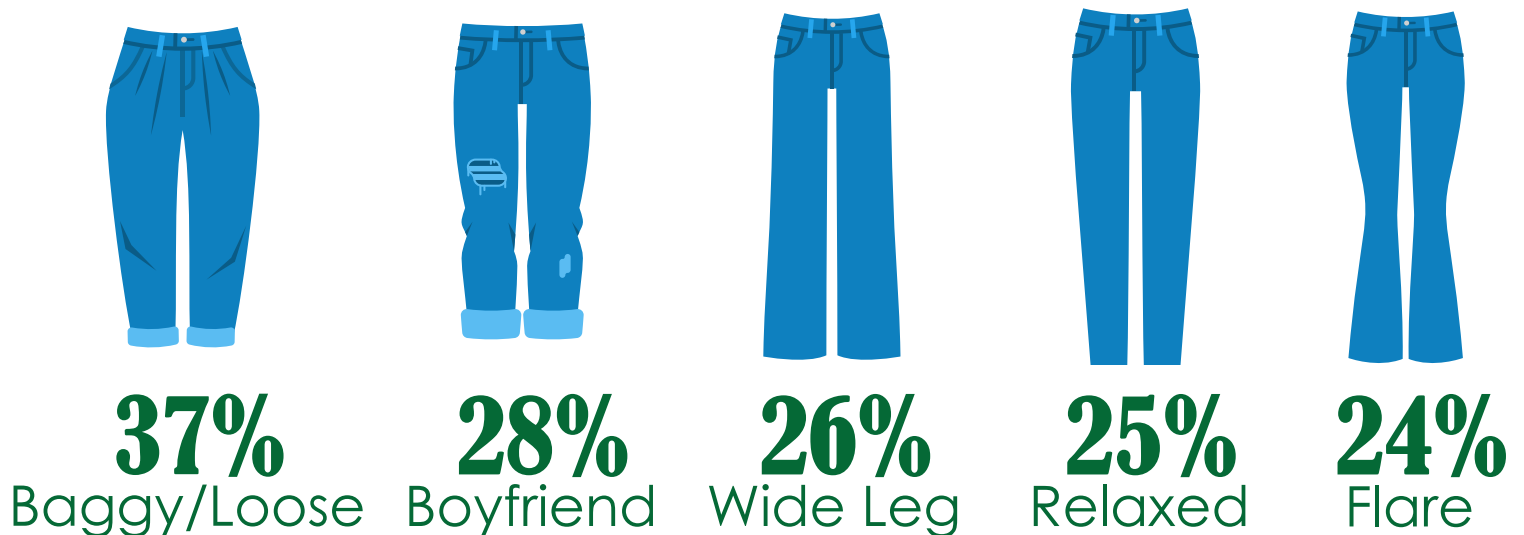
Compared to manmade fibers, jeans made with **cotton** are the...

- 83%** Longest lasting
- 80%** Most authentic
- 80%** Highest quality
- 77%** Most breathable
- 76%** Most sustainable

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:**

**91% Cotton**  
**6%** Rayon  
**3%** Polyester