



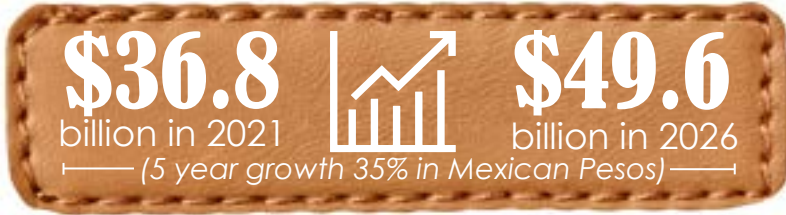
COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS

MEXICO EDITION

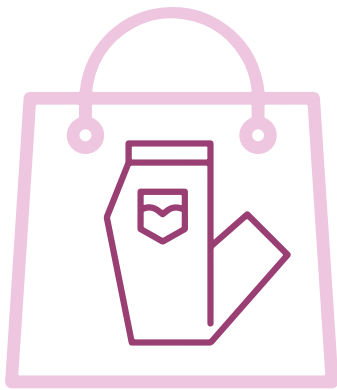


## Size of Denim Jeans Market<sup>1</sup>



# 16

Mexicans own an average of 16 pairs of denim jeans - The most of any consumer!\*



## Purchase Intention

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

**56%**  
More

**35%**  
Same

**9%**  
Less

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



**28%** Equally in-store/online



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



## Top Purchase Drivers



### Quality



### Fit



### Comfort

## 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 Mexican consumers age 18-60.

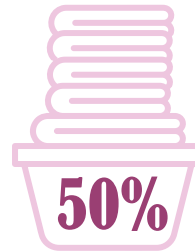
<sup>1</sup>The survey was also conducted in China, France, Germany, India, Italy, Netherlands, Spain, U.K., U.S. <sup>1</sup>Euromonitor International AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

## SUPPLY CHAIN INSIGHTS: DENIM JEANS

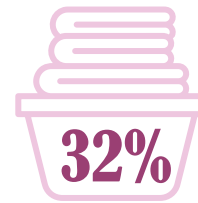
Compared to manmade fibers, jeans made with **cotton** are the...

- 87%** Softest
- 84%** Highest quality
- 83%** Most comfortable
- 80%** Most breathable
- 80%** Reliable/trustworthy

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:



**55%**

Relaxed



**53%**

Baggy/Loose



**48%**

Boyfriend



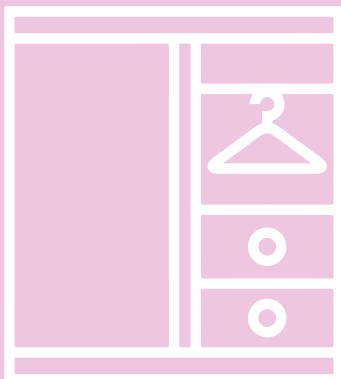
**48%**

Wide Leg



**39%**

Flare



**Favorite fiber to wear for jeans:**

**84% Cotton**

**11% Polyester**

**5% Rayon**



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