



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

NETHERLANDS EDITION



Size of Denim Jeans Market¹



9

Dutch own an average of 9 pairs of denim jeans



Purchase Intention

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

26%
More

63%
Same

11%
Less

Top Purchase Drivers



Fit



Comfort



Quality



Price



Durability

Where Dutch consumers are planning to purchase this year:



52%
All/mostly in-store

24% Equally in-store/online



24%
All/mostly online

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



In-store window displays



Social Media



Online



Friends/Family



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

"CCI & Cotton Incorporated's 2021 Global Denim Survey" n=1,000 Dutch consumers age 18-60.

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

SUPPLY CHAIN INSIGHTS: DENIM JEANS

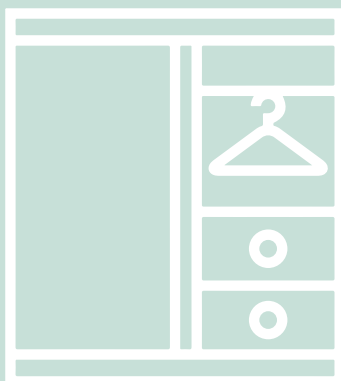
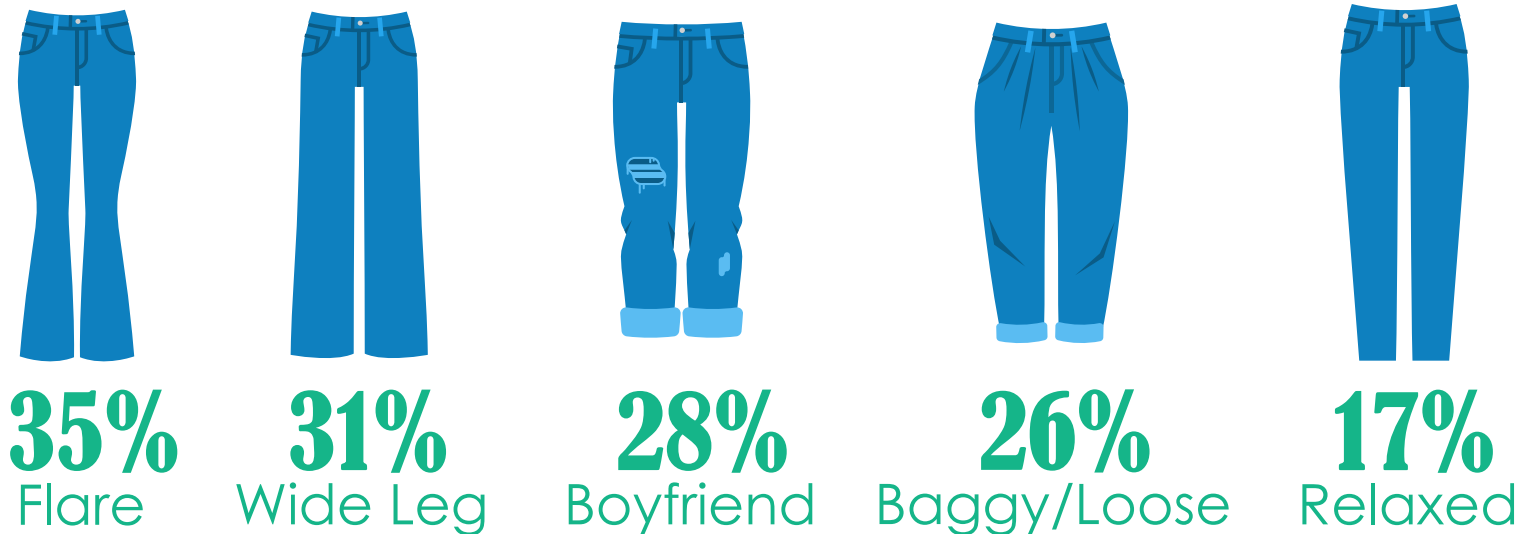
Compared to manmade fibers, jeans made with **cotton** are the...

- 63%** Highest quality
- 62%** Most authentic
- 61%** Reliable/trustworthy
- 60%** Most fashionable
- 57%** 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:

79% Cotton
12% Polyester
9% Rayon