



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS

SPAIN EDITION



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

€1.19

billion in 2021



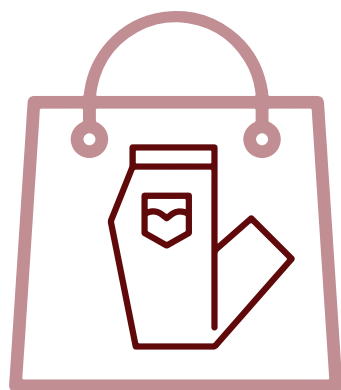
€1.58

billion in 2026

(5 year growth 33%)

9

Spanish own an average of 9 pairs of denim jeans



## Purchase Intention

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

32%

More

58%

Same

10%

Less

Where Spanish consumers are planning to purchase this year:



55%

All/mostly in-store

29%

Equally in-store/online



9%

All/mostly online

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



Online



Friends/Family



Influencers



Social Media



## Top Purchase Drivers



### Fit



### Comfort



### Quality

More important than other countries\*



## 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 Spanish consumers age 18-60.

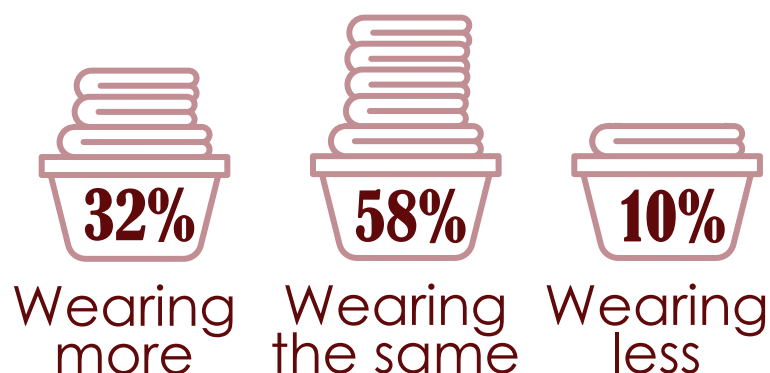
\*The survey was also conducted in China, France, Germany, India, Italy, Mexico, Netherlands, U.K., U.S. 'Euromonitor International AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2022 Cotton Incorporated.

## SUPPLY CHAIN INSIGHTS: DENIM JEANS

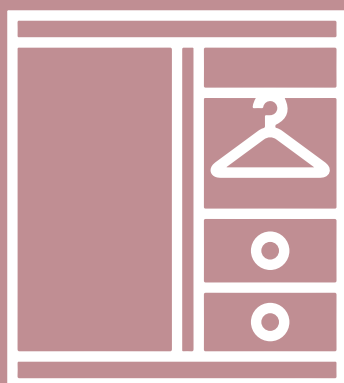
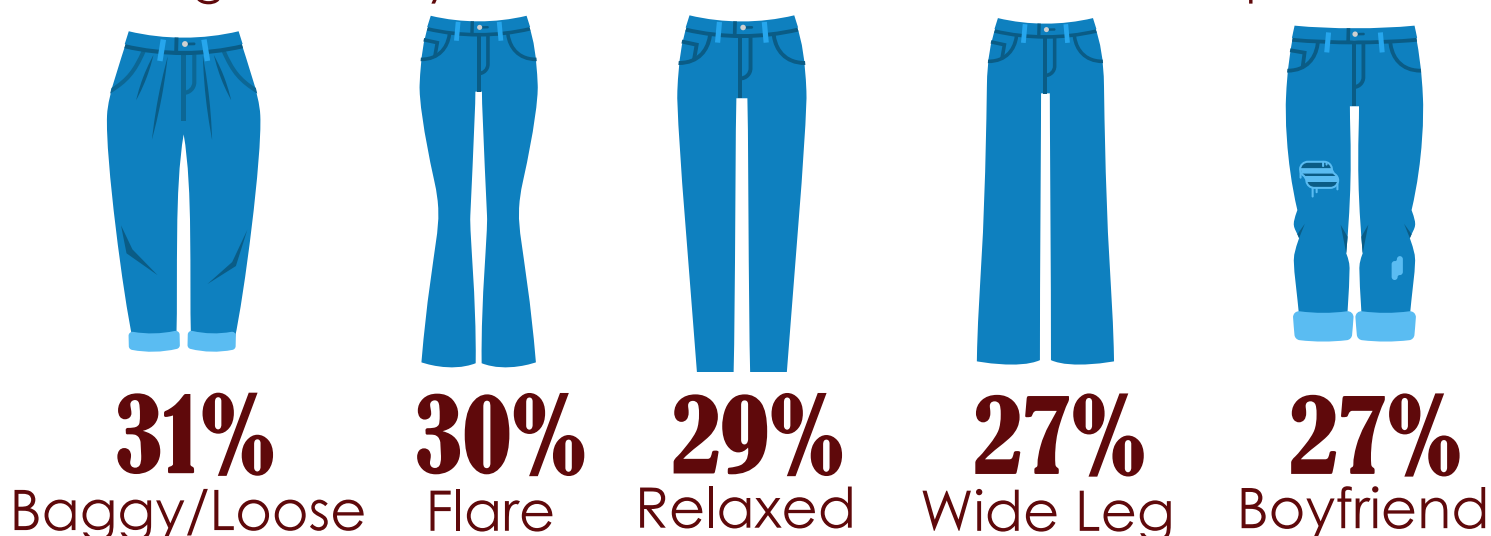
Compared to manmade fibers, jeans made with **cotton** are the...

- 74%** Highest quality
- 72%** Softest
- 69%** Most authentic
- 69%** Reliable/trustworthy
- 67%** Most comfortable

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**  
**13% Polyester**  
**6% Rayon**