



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

U.S. EDITION



Size of Denim Jeans Market¹



11

Americans own an average of 11 pairs of denim jeans

Top Purchase Drivers



Fit



Comfort



Quality



Durability



Price



Purchase Intention

U.S.: Planning to purchase more, same, less denim jeans this year

40%
More

53%
Same

7%
Less

Where American consumers are planning to purchase this year:



58%
All/mostly in-store

24% Equally in-store/online



17%
All/mostly online

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



In-store window displays



Online



Friends/Family



Social Media



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

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

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

SUPPLY CHAIN INSIGHTS: DENIM JEANS

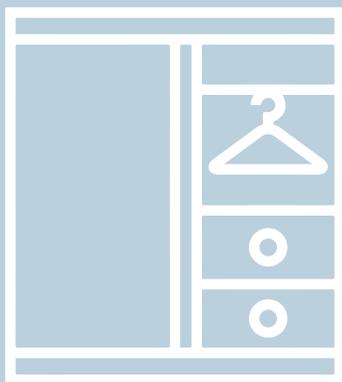
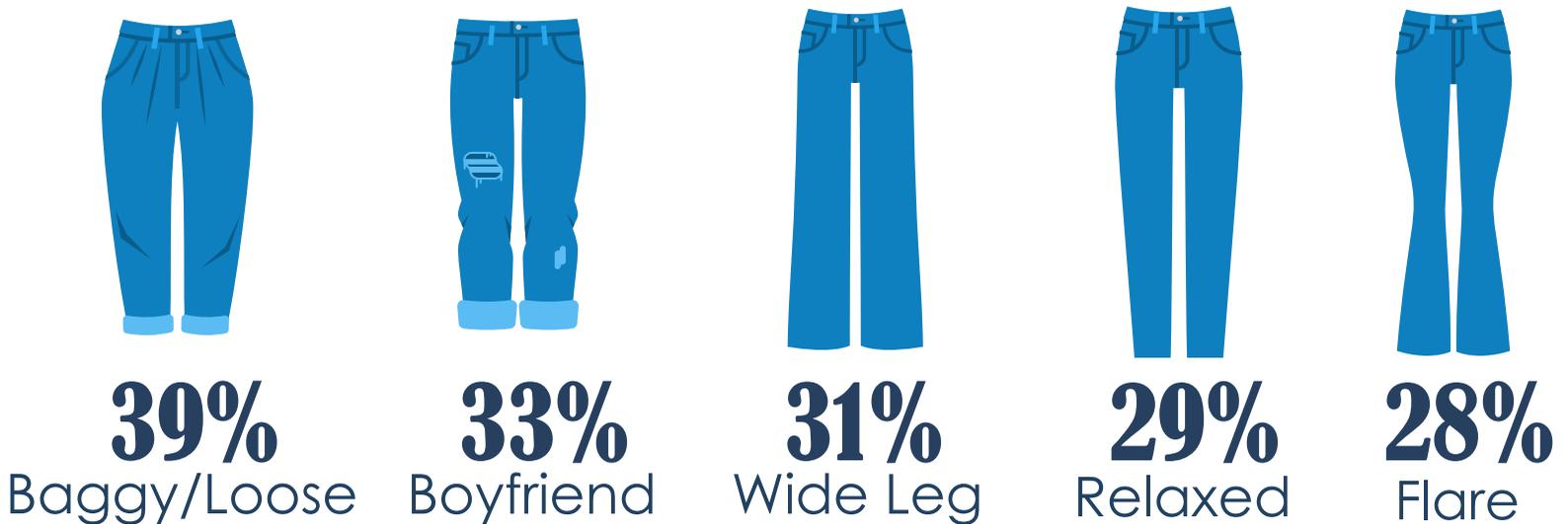
Compared to manmade fibers, jeans made with **cotton** are the...

- 67%** Most authentic
- 66%** Softest
- 65%** Highest quality
- 62%** Longest lasting
- 62%** 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:

79% Cotton
13% Polyester
8% Rayon

