



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS

U.K. EDITION



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

**£2.30**

billion in 2021



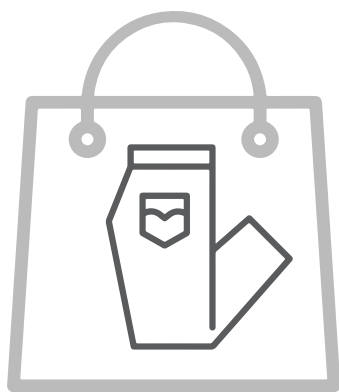
**£2.76**

billion in 2026

(5 year growth 20%)

**7**

U.K. consumers own an average of 7 pairs of denim jeans—the fewest of any consumer\*



## Purchase Intention

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

**24%**

More

**61%**

Same

**15%**

Less

Where U.K. consumers are planning to purchase this year:



**50%**

All/mostly in-store

**26%**

Equally in-store/online



**24%**

All/mostly online

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



In-store window displays



Online



Friends/Family



Social Media



## Top Purchase Drivers



### Fit



### Comfort



### Quality



### Durability



### Price



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 U.K. consumers age 18-60.

The survey was also conducted in China, France, Germany, India, Italy, Mexico, Netherlands, Spain, 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

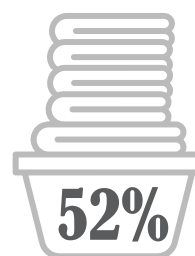
Compared to manmade fibers, jeans made with **cotton** are the...

- 64%** Highest quality
- 64%** Most authentic
- 59%** Most breathable
- 59%** Softest
- 58%** Most comfortable

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:



**30%**

Boyfriend



**25%**

Baggy/Loose



**25%**

Flare



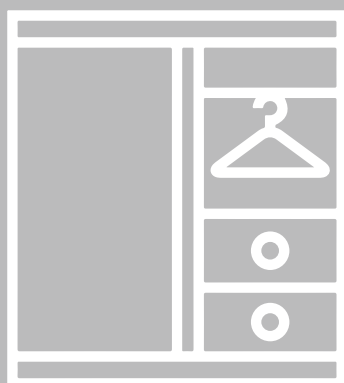
**23%**

Relaxed



**22%**

Wide Leg



**Favorite fiber to wear for jeans:**

**81% Cotton**

**11% Polyester**

**8% Rayon**