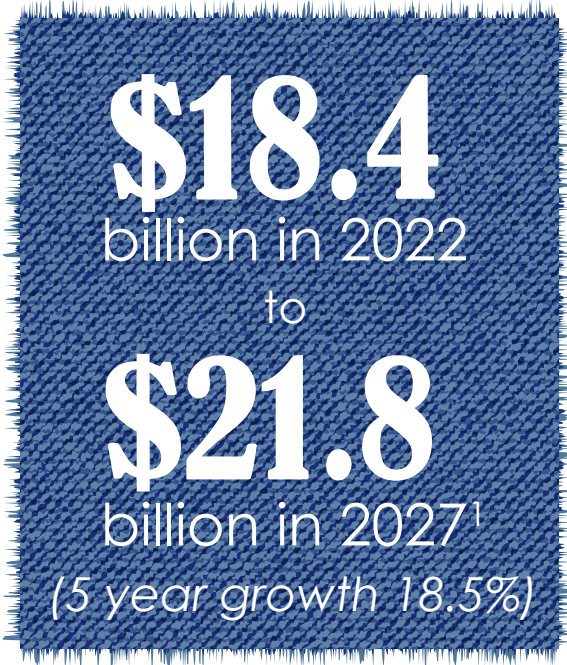




## Size of Denim Market



## Plans to Purchase

**8 out of 10** consumers (82%) say they plan to purchase the

**62%**  
Same

**20%**  
More

pairs of denim jeans in the next year.

## Consumers will purchase jeans...

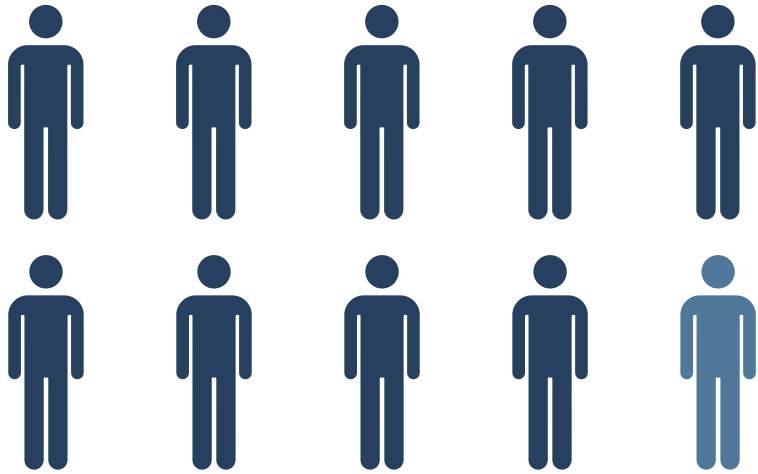


**\$53**

Average prices consumers pay for a pair of denim jeans  
(up 8% from last year)



## Purchase Drivers





**Over 9 in 10**  
say  
**comfort (95%)**  
**fit (95%)**  
**quality (92%)**

are important to denim jeans purchase decisions.

## Consumers Love Cotton-Rich Denim

**65%** say they prefer their denim jeans to be made from:

 **41%** cotton blends  
 **24%** 100% cotton

## Consumer Preferences

Bottoms worn most often\*



**34%**  
Denim Jeans



**23%**  
sweatpants/  
joggers



**17%**  
leggings/  
jeggings



**15%**  
casual  
pants

### Brand Favorites for Denim Jeans

**36%** Levi's  
**9%** Wrangler  
**8%** Lee  
**7%** American Eagle

