



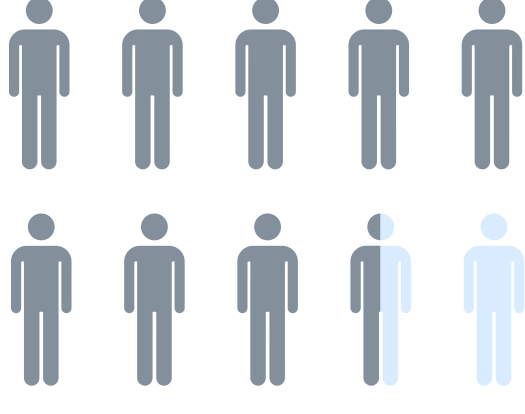
COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

U.S.

85%

OF CONSUMERS
LOVE OR ENJOY
WEARING DENIM



11

PAIRS DENIM
JEANS OWNED
ON AVERAGE

REASONS TO SHOP FOR DENIM



58%

To replace
old jeans



37%

Change
of season



33%

Discount/
Promotion



32%

For a
new style

CONSUMERS PURCHASE JEANS...



54%

All or mostly in a
physical store



36%

Equally in-store
and online



10%

All or mostly
online

WHY PURCHASE JEANS IN A PHYSICAL STORE



51%

Easy to find
right size and fit



51%

Like to try before I
buy



35%

Like to touch
and feel before
purchase

WHY PURCHASE JEANS ONLINE



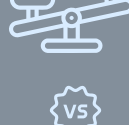
51%

Convenience



39%

Better deals/
promotions



38%

Easy to price compare



38%

Good selection of
prices

SOURCES OF INSPIRATION FOR DENIM JEANS

35%

 What's offered
in stores I shop

28%

 Online
retailers

27%

 Social
media

22%

 Friends or
family

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION

88%

Comfort

88%

Fit

83%

Quality

82%

Long-lasting
/Durable

78%

Affordable/Value

75%

Fabric



63%

prefer denim be made of **cotton**

IN THE PAST FEW YEARS, DO YOU WEAR YOUR JEANS...?



41% More

46% same

13% less

WHY WEAR JEANS MORE OFTEN



51%

They are
comfortable



49%

Look good with
everything



43%

More occasions to
wear denim jeans