



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



CHINA



REASONS TO SHOP FOR DENIM



CONSUMERS PURCHASE JEANS...



28%

All or mostly in a physical store



61%

Equally in-store and online



11%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



41%

Like to touch and feel before purchase



36%

Easy to find right size and fit



31%

Enjoy the experience

WHY PURCHASE JEANS ONLINE



31%

Broad choice of styles and fits available



31%

Better deals/promotions



29%

Easy to price compare



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

Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. China sample size: n=1,000.

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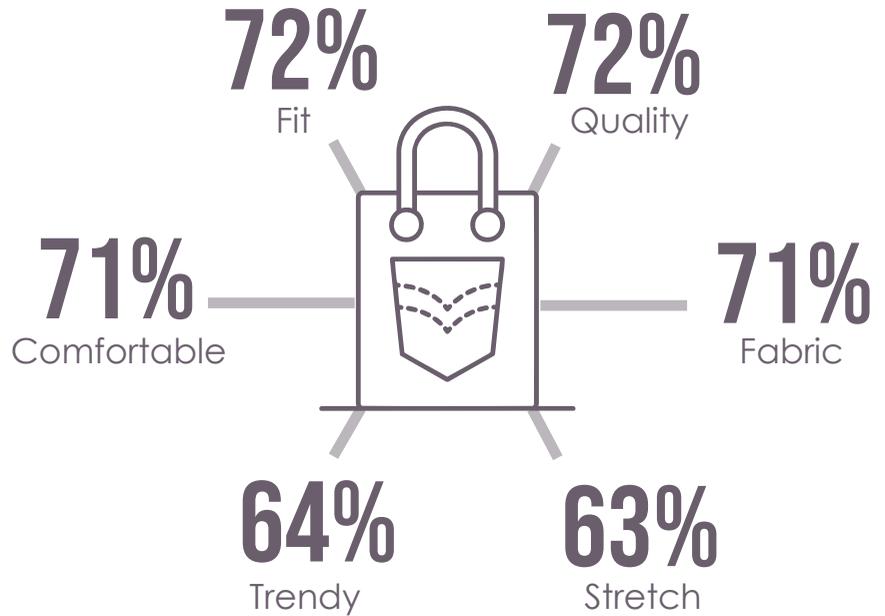
CHINA

SOURCES OF INSPIRATION FOR DENIM JEANS

- 35% What's offered in stores I shop
- 34% Social media
- 30% Blogs, websites, or magazines
- 28% Friends or family

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



52% prefer denim be made of cotton

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



WHY WEAR JEANS MORE OFTEN



49%

They are comfortable



49%

My personal style has changed



48%

More occasions to wear denim jeans

