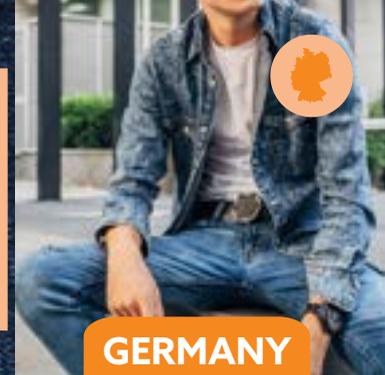




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



GERMANY



REASONS TO SHOP FOR DENIM



CONSUMERS PURCHASE JEANS...



43%

All or mostly in a physical store



42%

Equally in-store and online



15%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



54%

Like to try before I buy



46%

Easy to find right size and fit



36%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



45%

Better deals/ promotions



42%

Convenience



41%

Good selection of prices



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

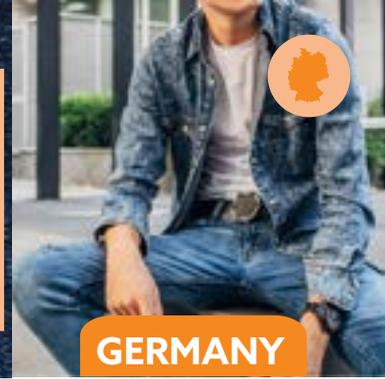
Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. Germany sample size: n=498.

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



GERMANY

SOURCES OF INSPIRATION FOR DENIM JEANS

36% What's offered in stores I shop

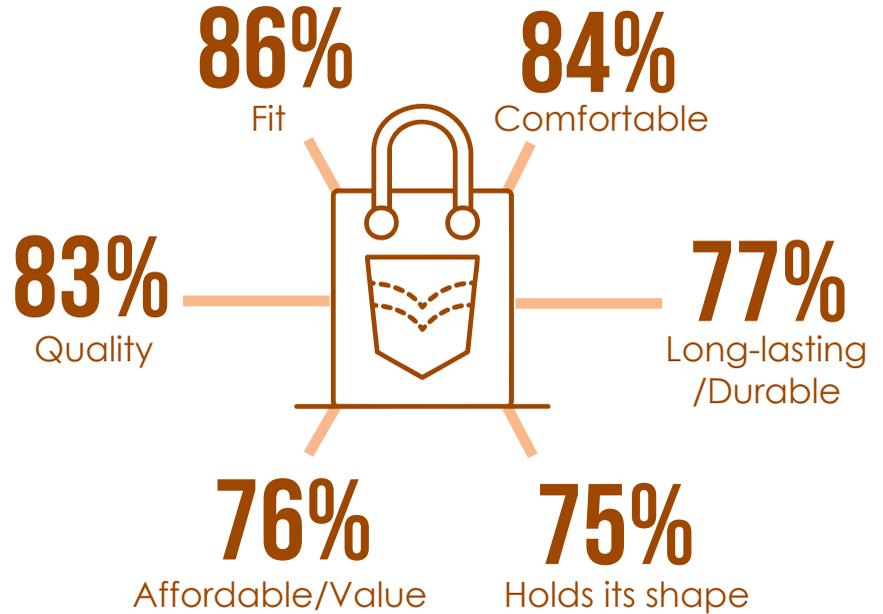
27% Online retailers

24% Social media

21% Friends or family

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



68%

prefer denim be made of **cotton**

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



36% More

55% same

9% less

WHY WEAR JEANS MORE OFTEN



55%

They are comfortable



45%

My personal style has changed



37%

More occasions to wear denim jeans



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