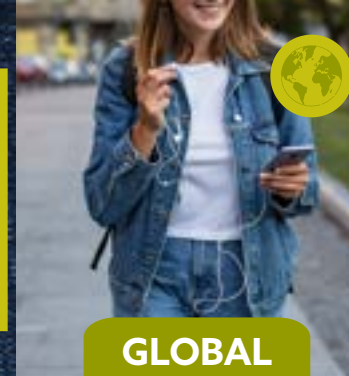




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



GLOBAL



REASONS TO SHOP FOR DENIM



47%
To replace old jeans



35%
For a new style



10 PAIRS DENIM JEANS OWNED ON AVERAGE



31%
Discount/
Promotion



28%
Keep up with trends

CONSUMERS PURCHASE JEANS...



45%

All or mostly in a physical store



43%

Equally in-store and online



12%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



52%

Like to try before I buy



51%

Easy to find right size and fit



42%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



44%

Better deals/
promotions



40%

Easy to price compare



39%

Convenience



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. Global sample size: n=10,183.
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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

GLOBAL

SOURCES OF INSPIRATION FOR DENIM JEANS

32% What's offered in stores I shop

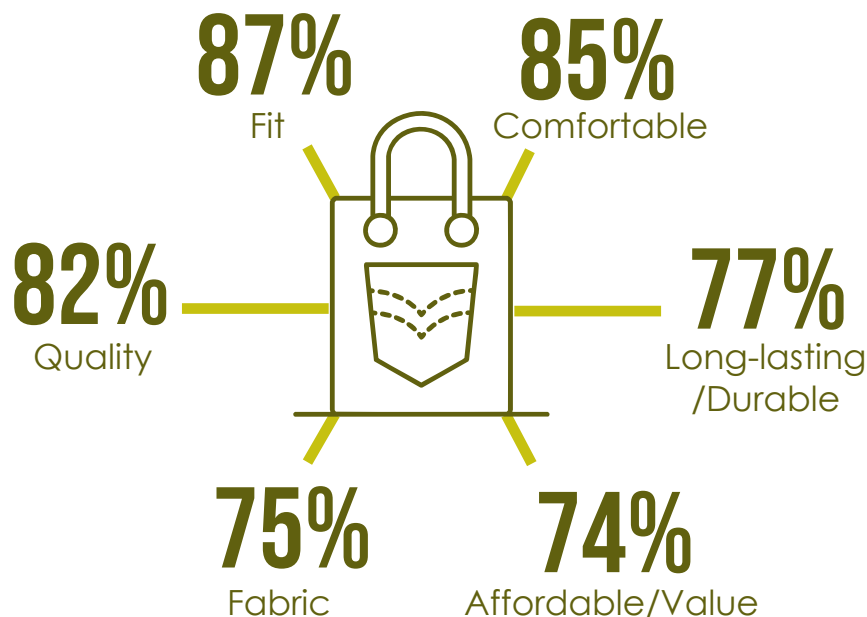
32% Social media

26% Online retailers

25% Blogs, websites, or magazines

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



62%

prefer denim be made of **cotton**

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



48% More

42% same

10% less

WHY WEAR JEANS MORE OFTEN



58%

They are comfortable



55%

Look good with everything



47%

More occasions to wear denim jeans



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