



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

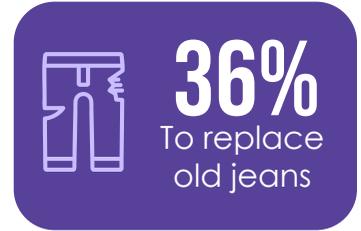
DENIM JEANS



SOUTH KOREA



REASONS TO SHOP FOR DENIM



CONSUMERS PURCHASE JEANS...



WHY PURCHASE JEANS IN A PHYSICAL STORE

- 56%** Easy to find right size and fit
- 53%** Like to try before I buy
- 40%** Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE

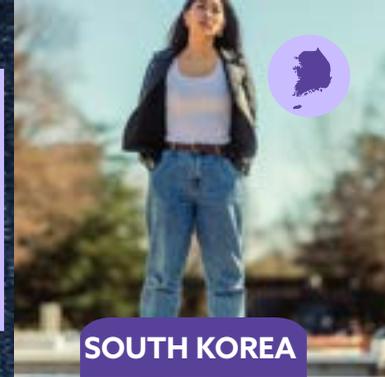
- 48%** Better deals/promotions
- 47%** Easy to price compare
- 41%** Convenience
- 38%** Good selection of prices





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SOURCES OF INSPIRATION FOR DENIM JEANS

39% Online retailers

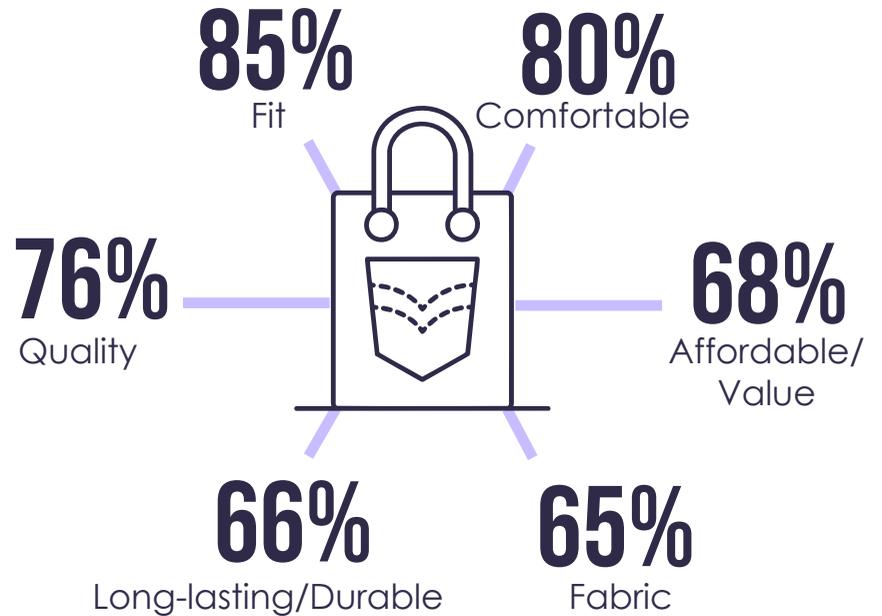
32% Blogs, websites, or magazines

23% People I see on the street

21% Social media

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



43%

prefer denim be made of **cotton**

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



39% More

47% same

14% less

WHY WEAR JEANS MORE OFTEN



59%

They are comfortable



57%

Look good with everything



44%

My personal style has changed



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. South Korea sample size: n=992
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