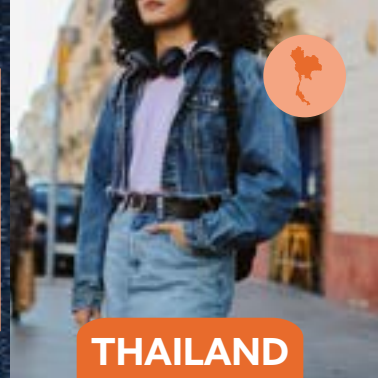


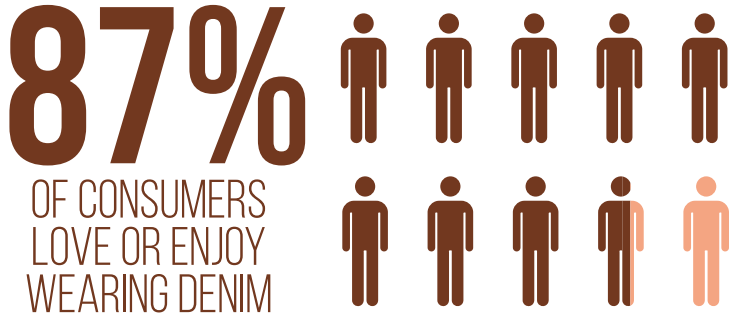


COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS



THAILAND



## REASONS TO SHOP FOR DENIM



## CONSUMERS PURCHASE JEANS...



**37%**

All or mostly in a physical store



**49%**

Equally in-store and online



**14%**

All or mostly online

## WHY PURCHASE JEANS IN A PHYSICAL STORE



**60%**

Easy to find right size and fit



**60%**

Like to touch and feel before purchase



**57%**

Like to try before I buy

## WHY PURCHASE JEANS ONLINE



**64%**

Better deals/  
promotions



**56%**

Easy to price compare



**51%**

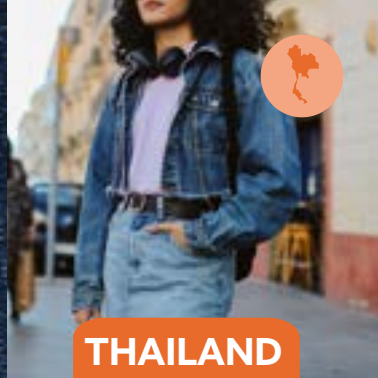
Convenience





COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS



THAILAND

## SOURCES OF INSPIRATION FOR DENIM JEANS

63% Social media

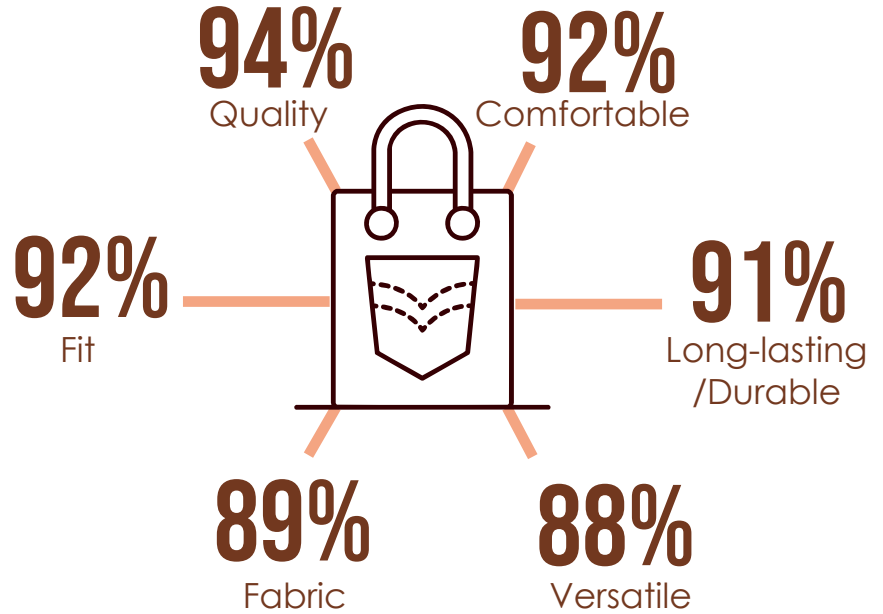
42% Banner Ads

35% Online retailers

34% Blogs, websites, or magazines

## PURCHASE DRIVERS

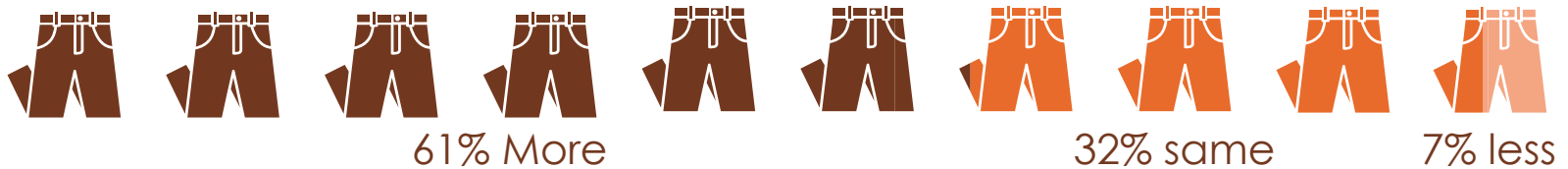
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



70%

prefer denim be made of **cotton**

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



## WHY WEAR JEANS MORE OFTEN

68% More occasions to wear denim jeans

67% Look good with everything

65% They are comfortable



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto: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. Thailand sample size: n=981  
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