



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

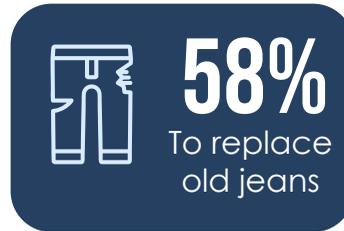
# DENIM JEANS



U.S.



## REASONS TO SHOP FOR DENIM



## CONSUMERS PURCHASE JEANS...



**54%**

All or mostly in a physical store



**36%**

Equally in-store and online



**10%**

All or mostly online

## WHY PURCHASE JEANS IN A PHYSICAL STORE



**51%**

Easy to find right size and fit



**51%**

Like to try before I buy



**35%**

Like to touch and feel before purchase

## WHY PURCHASE JEANS ONLINE



**51%**

Convenience



**39%**

Better deals/promotions



**38%**

Easy to price compare



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. USA sample size: n=994.

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2025 Cotton Incorporated.



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS



U.S.

## SOURCES OF INSPIRATION FOR DENIM JEANS

**35%** What's offered in stores I shop

**28%** Online retailers

**27%** Social media

**22%** Friends or family

## PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION

**88%**  
Comfort

**88%**  
Fit

**83%**  
Quality

**82%**  
Long-lasting /Durable

**78%**

Affordable/Value

**75%**

Fabric



**63%**

prefer denim be made of **cotton**

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



41% More

46% same

13% less

## WHY WEAR JEANS MORE OFTEN



**51%**

They are comfortable



**49%**

Look good with everything



**45%**

My personal style has changed



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. USA sample size: n=994.

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2025 Cotton Incorporated.