



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



CHINA

98%

OF CONSUMERS
LOVE OR ENJOY
WEARING DENIM



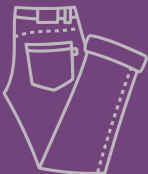
REASONS TO SHOP FOR DENIM

 **45%**
New range/
style launched

 **44%**
Keep up
with trends

 **43%**
For a
new style

 **42%**
Excitement/
Newness

 **14** PAIRS DENIM
JEANS OWNED
ON AVERAGE

CONSUMERS PURCHASE JEANS...



28%

All or mostly in
a physical store



61%

Equally in-store
and online



11%

All or mostly
online

WHY PURCHASE JEANS IN A PHYSICAL STORE



41%

Like to touch
and feel before
purchase



36%

Easy to find
right size and fit



31%

Enjoy the
experience

WHY PURCHASE JEANS ONLINE



31%

Broad choice of
styles and fits
available



31%

Better deals/
promotions



29%

Easy to price
compare



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. China sample size: n=1,000.
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SOURCES OF INSPIRATION FOR DENIM JEANS

35% What's offered in stores I shop

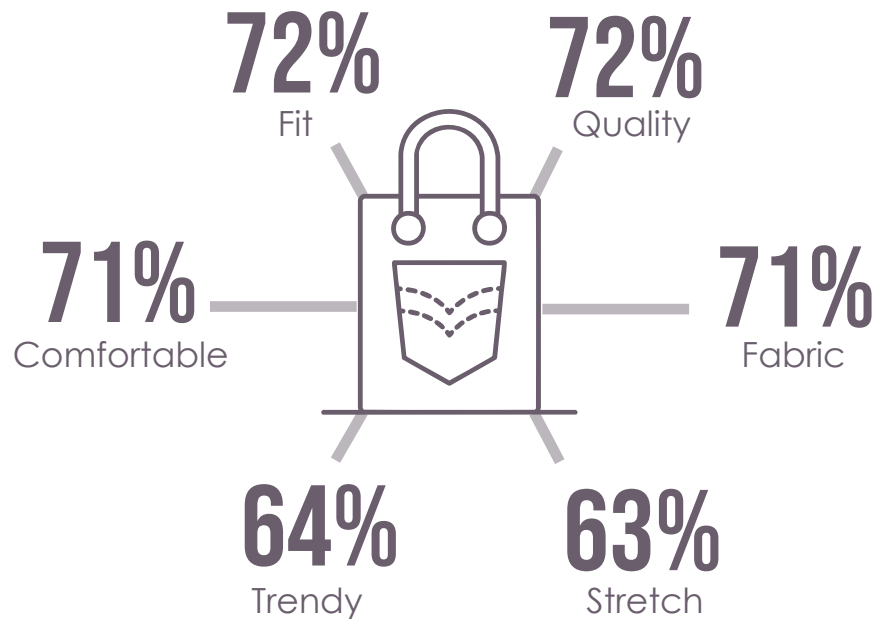
34% Social media

30% Blogs, websites, or magazines

28% Friends or family

PURCHASE DRIVERS

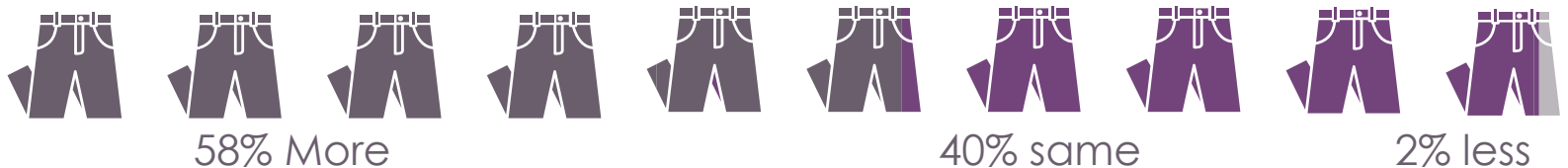
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



52%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



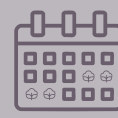
49%

They are comfortable



49%

My personal style has changed



48%

More occasions to wear denim jeans



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