



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



EUROPE



REASONS TO SHOP FOR DENIM



56%
To replace old jeans



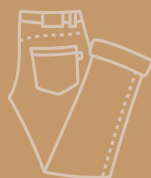
34%
Discount/Promotion



31%
For a new style



27%
Change of season



9

PAIRS DENIM JEANS OWNED ON AVERAGE

CONSUMERS PURCHASE JEANS...



51%

All or mostly in a physical store



39%

Equally in-store and online



10%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



53%

Like to try before I buy



46%

Easy to find right size and fit



38%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



39%

Better deals/promotions



37%

Convenience



35%

Good selection of prices



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. Europe sample size: n=3,312
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SOURCES OF INSPIRATION FOR DENIM JEANS

35% What's offered in stores I shop

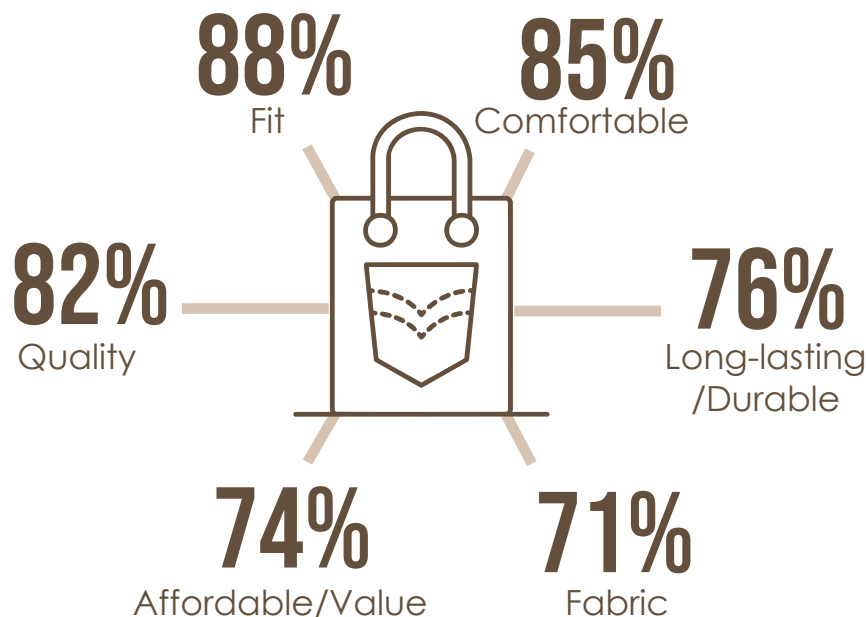
23% Online retailers

22% Social media

18% People I see on the street

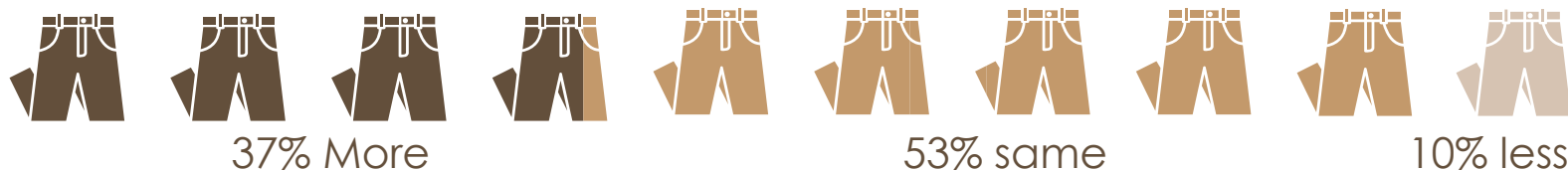
PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



52%

They are comfortable



46%

Look good with everything



37%

My personal style has changed



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