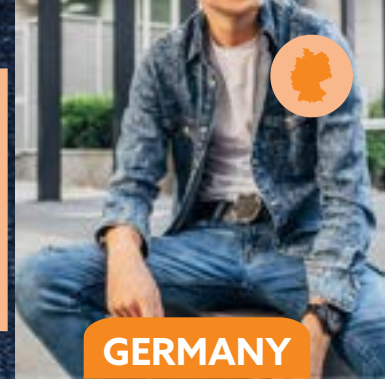




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

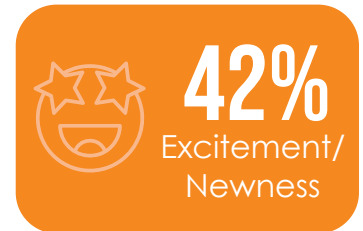
DENIM JEANS



GERMANY



REASONS TO SHOP FOR DENIM



CONSUMERS PURCHASE JEANS...



WHY PURCHASE JEANS IN A PHYSICAL STORE



WHY PURCHASE JEANS ONLINE

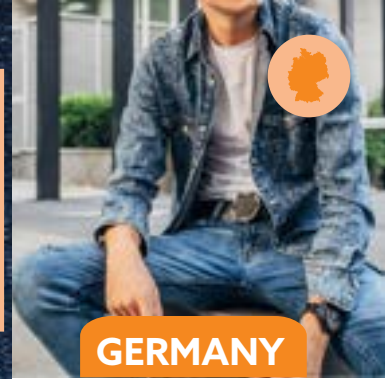


For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. Germany sample size: n=498.
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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



GERMANY

SOURCES OF INSPIRATION FOR DENIM JEANS

36% What's offered in stores I shop

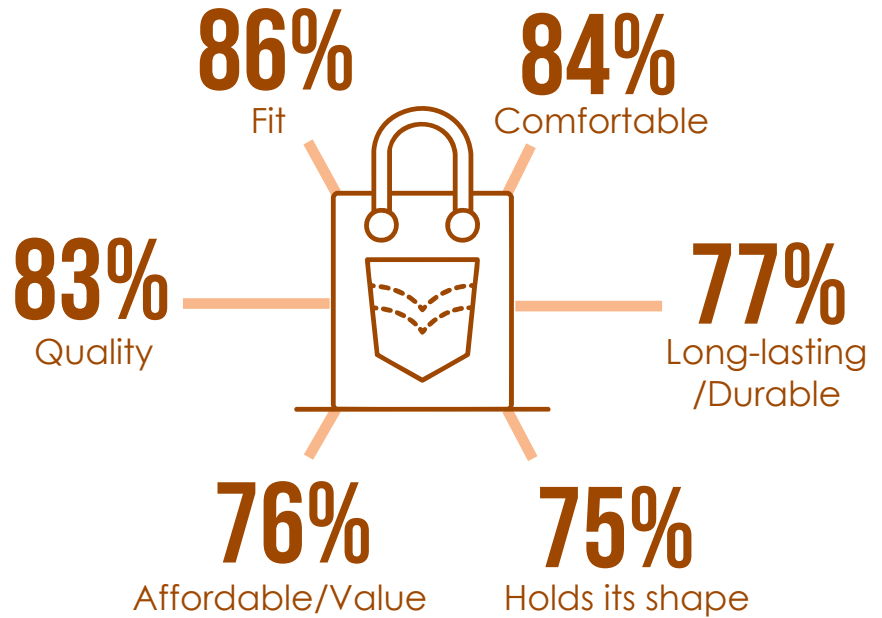
27% Online retailers

24% Social media

21% Friends or family

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



68%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



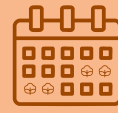
55%

They are comfortable



45%

My personal style has changed



37%

More occasions to wear denim jeans



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