



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

INDIA



REASONS TO SHOP FOR DENIM



55%
Keep up with trends



47%
New range/
style launched



11

PAIRS DENIM
JEANS OWNED
ON AVERAGE



42%
For a
new style



34%
a special
occasion

CONSUMERS PURCHASE JEANS...



26%

All or mostly in
a physical store



52%

Equally in-store
and online



22%

All or mostly
online

WHY PURCHASE JEANS IN A PHYSICAL STORE



66%

Easy to find
right size and fit



55%

Like to try before I
buy



53%

Like to touch
and feel before
purchase

WHY PURCHASE JEANS ONLINE



57%

Good selection of
prices



56%

Easy to price
compare



54%

Better deals/
promotions



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. India sample size: n=930

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SOURCES OF INSPIRATION FOR DENIM JEANS

59% Social media

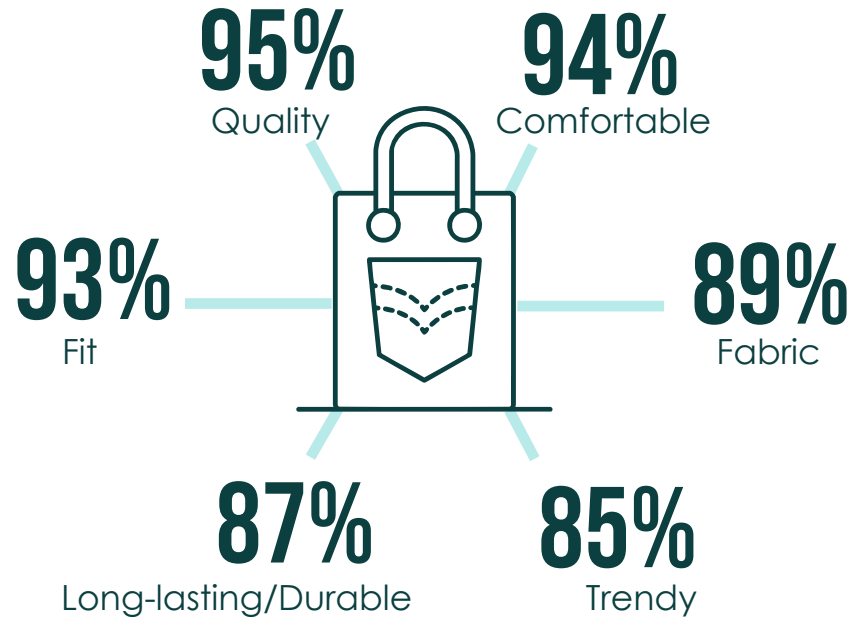
55% Blogs, websites, or magazines

40% Banner ads

38% Online retailers

PURCHASE DRIVERS

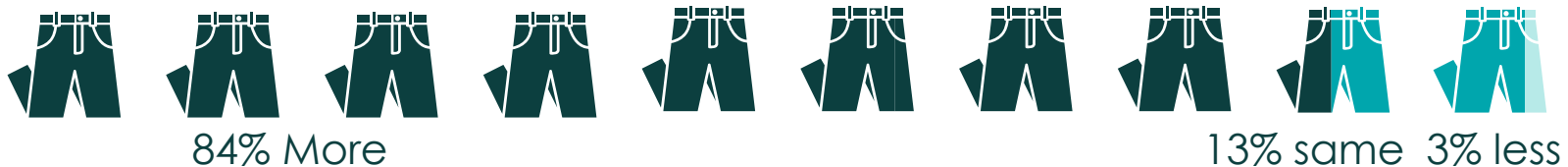
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



85%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



73%

They are comfortable



65%

Look good with everything



62%

More occasions to wear denim jeans



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