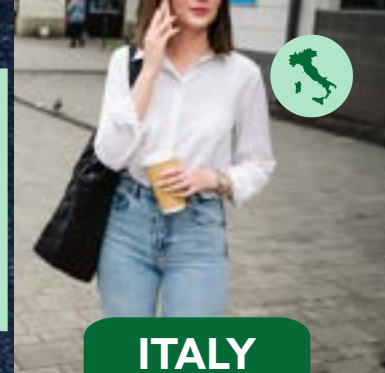




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



ITALY



REASONS TO SHOP FOR DENIM



54%
To replace old jeans



39%
Discount/Promotion



9

PAIRS DENIM JEANS OWNED ON AVERAGE



35%
For a new style



23%
Keep up with trends

CONSUMERS PURCHASE JEANS...



62%

All or mostly in a physical store



30%

Equally in-store and online



8%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



55%

Like to try before I buy



41%

Like to touch and feel before purchase



40%

Easy to find right size and fit

WHY PURCHASE JEANS ONLINE



43%

Better deals/promotions



37%

Good selection of prices



36%

Convenience



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

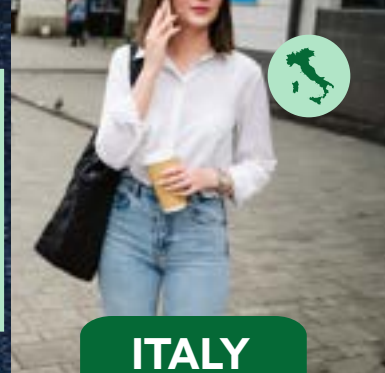
Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. Italy sample size: n=397

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



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



ITALY

SOURCES OF INSPIRATION FOR DENIM JEANS

35% What's offered in stores I shop

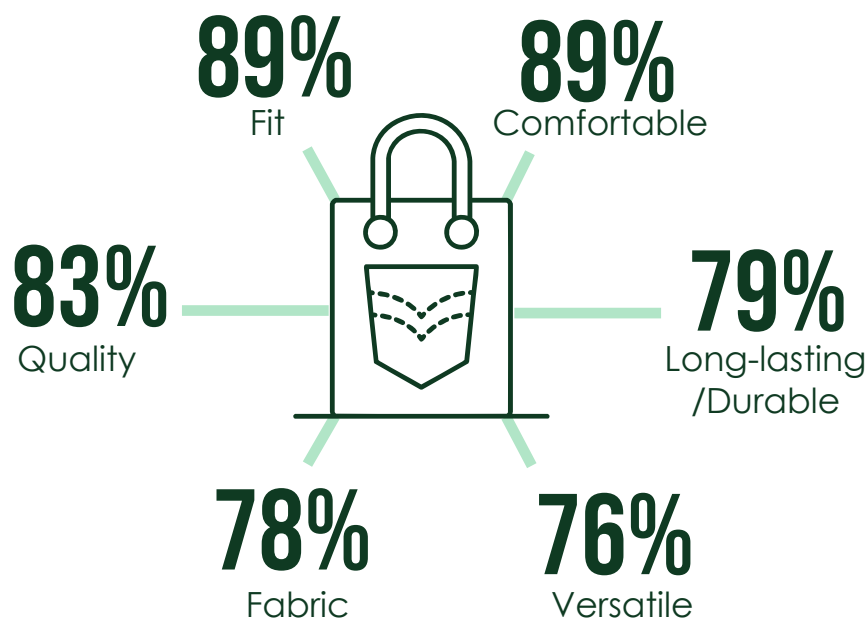
24% Online retailers

20% Friends or family

20% People I see on the street

PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



73%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



59%

They are comfortable



56%

Look good with everything



33%

My personal style has changed



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. Italy sample size: n=397
AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2025 Cotton Incorporated.