



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



MEXICO



REASONS TO SHOP FOR DENIM



61%
To replace old jeans



35%
New range/
style launched



33%
For a new style



25%
Discount/
Promotion



13 PAIRS DENIM JEANS OWNED ON AVERAGE

CONSUMERS PURCHASE JEANS...



44%

All or mostly in a physical store



55%

Equally in-store and online



1%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



65%

Like to try before I buy



57%

Easy to find right size and fit



51%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



49%

Better deals/
promotions



40%

Good selection of prices



38%

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. Mexico sample size: n=992
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SOURCES OF INSPIRATION FOR DENIM JEANS

43% What's offered in stores I shop

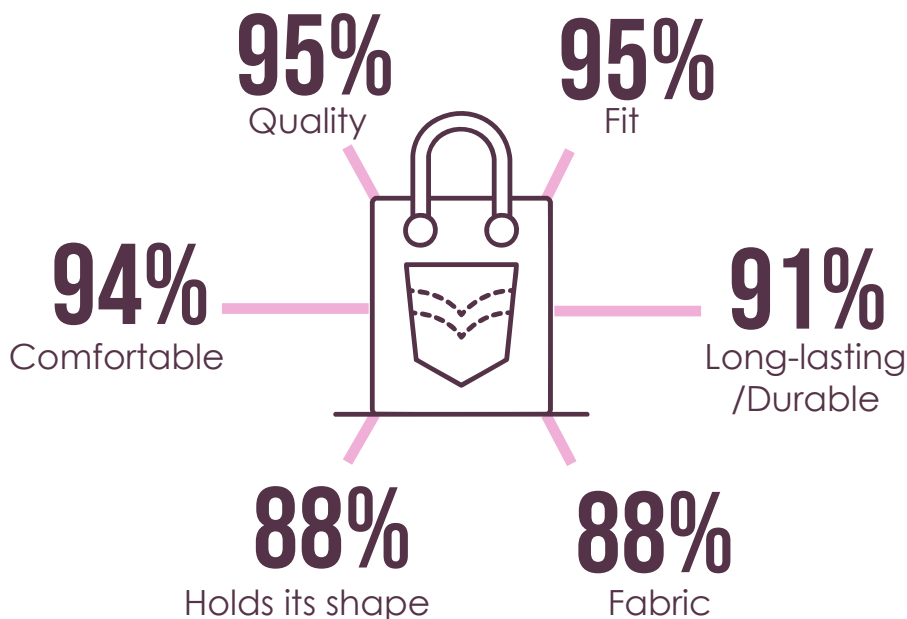
41% Social media

32% Banner ads

28% Friends or family

PURCHASE DRIVERS

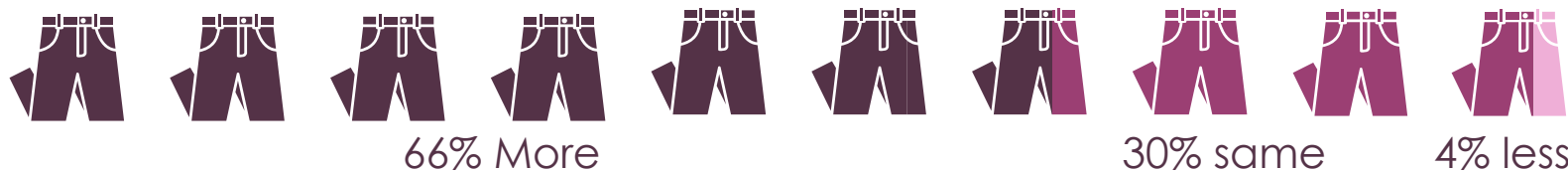
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



71%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



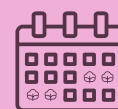
60%

Look good with everything



59%

They are comfortable



44%

More occasions to wear denim jeans



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