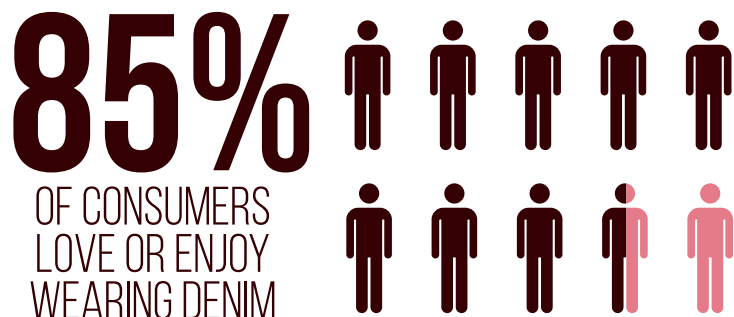




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

SPAIN



REASONS TO SHOP FOR DENIM



46%

To replace old jeans



39%

Discount/
Promotion



34%

For a new style



31%

Excitement/
Newness



8

PAIRS DENIM JEANS OWNED ON AVERAGE

CONSUMERS PURCHASE JEANS...



48%

All or mostly in a physical store



47%

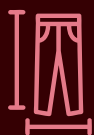
Equally in-store and online



5%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



54%

Like to try before I buy



43%

Easy to find right size and fit



43%

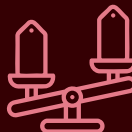
Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



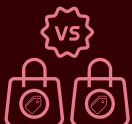
45%

Better deals/
promotions



38%

Easy to price compare



38%

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. Spain sample size: n=468
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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

SPAIN

SOURCES OF INSPIRATION FOR DENIM JEANS

42% What's offered in stores I shop

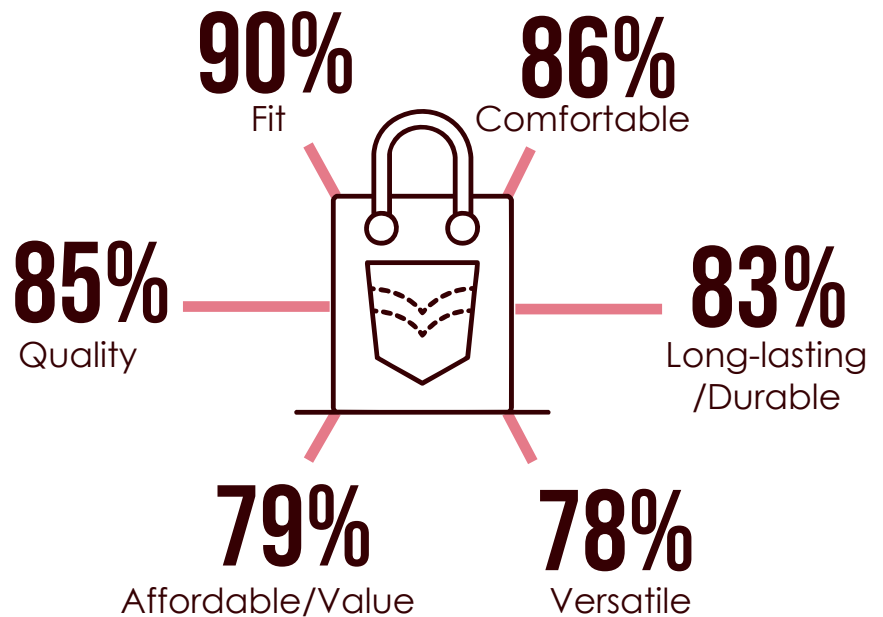
30% Social media

25% Friends or family

23% People I see on the street

PURCHASE DRIVERS

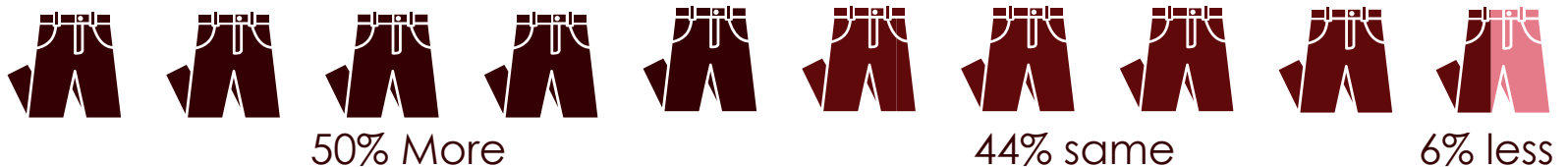
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



65%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



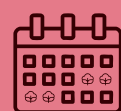
53%

They are comfortable



53%

Look good with everything



33%

More occasions to wear denim jeans



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