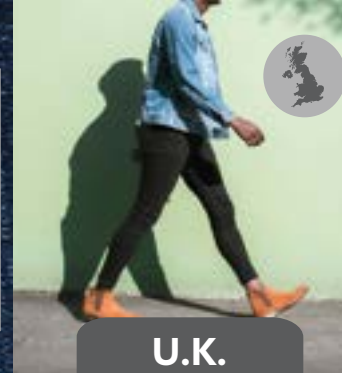




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

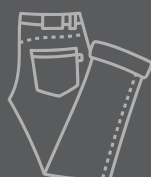
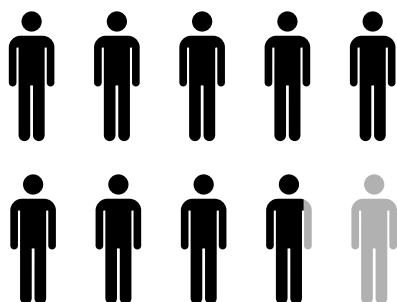
DENIM JEANS



U.K.

88%

OF CONSUMERS
LOVE OR ENJOY
WEARING DENIM



8

PAIRS DENIM
JEANS OWNED
ON AVERAGE

REASONS TO SHOP FOR DENIM



60%

To replace
old jeans



35%

For a
new style



30%

Change
of season



30%

Discount/
Promotion

CONSUMERS PURCHASE JEANS...



47%

All or mostly in
a physical store



41%

Equally in-store
and online



12%

All or mostly
online

WHY PURCHASE JEANS IN A PHYSICAL STORE



52%

Like to try before I
buy



51%

Easy to find
right size and fit



36%

Like to touch
and feel before
purchase

WHY PURCHASE JEANS ONLINE



48%

Convenience



35%

Good selection of
prices



33%

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. U.K. sample size: n=999

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

U.K.

SOURCES OF INSPIRATION FOR DENIM JEANS

33% Online retailers

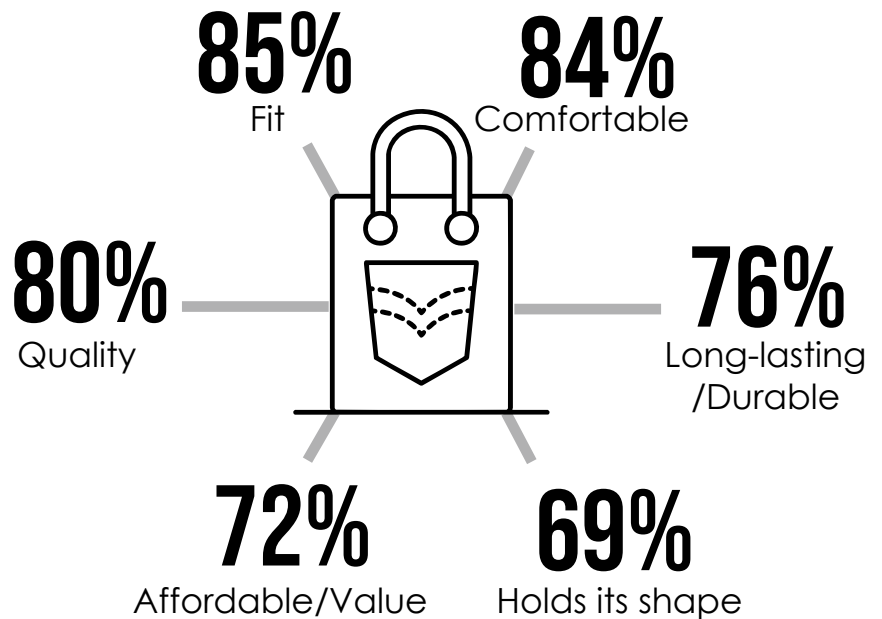
32% What's offered in stores I shop

29% Social media

23% Friends or family

PURCHASE DRIVERS

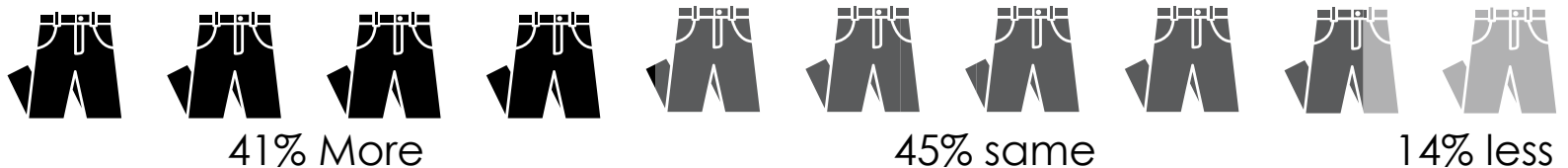
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



54%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



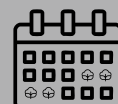
45%

They are comfortable



42%

Look good with everything



39%

More occasions to wear denim jeans



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