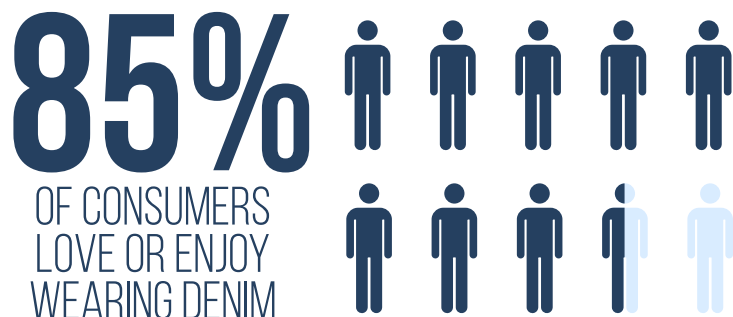




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

U.S.



REASONS TO SHOP FOR DENIM



58%
To replace old jeans



37%
Change of season



33%
Discount/Promotion



32%
For a new style



11

PAIRS DENIM JEANS OWNED ON AVERAGE

CONSUMERS PURCHASE JEANS...



54%

All or mostly in a physical store



36%

Equally in-store and online



10%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



51%

Easy to find right size and fit



51%

Like to try before I buy



35%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



51%

Convenience



39%

Better deals/promotions



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. USA sample size: n=994.

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

U.S.

SOURCES OF INSPIRATION FOR DENIM JEANS

35% What's offered in stores I shop

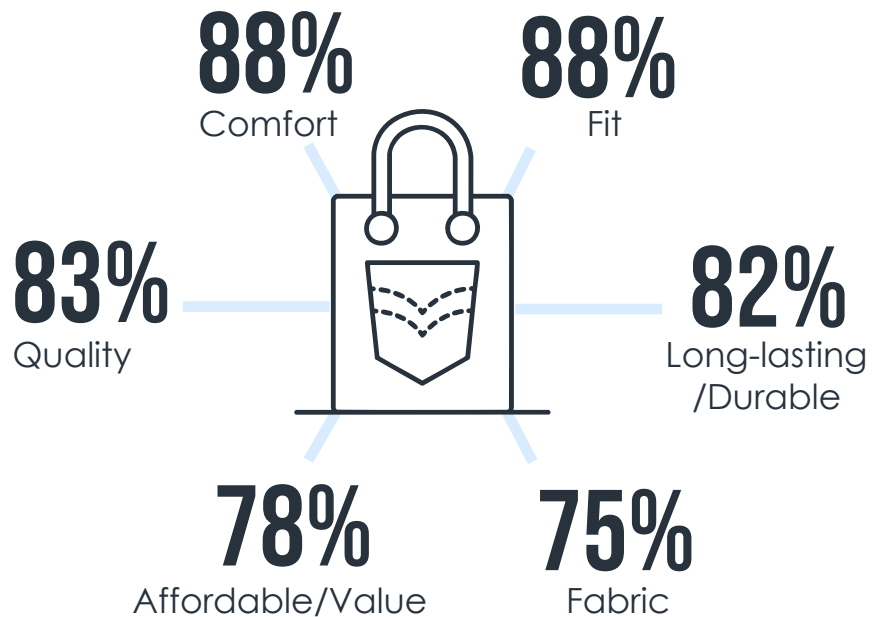
28% Online retailers

27% Social media

22% Friends or family

PURCHASE DRIVERS

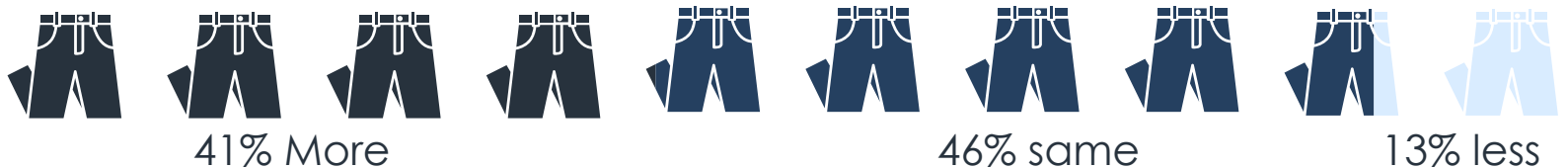
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



63%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



51%

They are comfortable



49%

Look good with everything



45%

My personal style has changed



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