COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS OUTLOOK

U.S. EDITION

Size of Denim Market

$18.3 billion in 2023

to

$21.5 billion in 2028[1]

(5 year growth 18%)

Plans to Purchase

8 out of 10 consumers (86%) say they plan to purchase the

Same **57%**

More **29%**

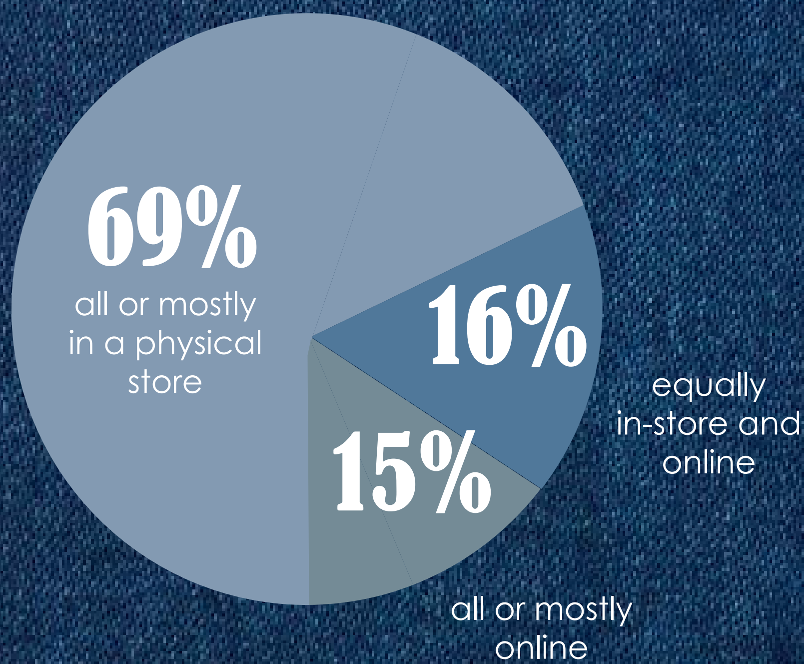
pairs of denim jeans in the next year.

$61

average prices consumers pay for a pair of denim jeans

(up 15% from last year)

Consumers will purchase jeans...



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

Cotton Incorporated's Lifestyle Monitor™ Survey 2024

Sources: [1]Euromonitor International

Where do you get your ideas for denim jeans you may want to purchase?

39% What you already own and like

30% Instagram

23% Store displays/ shopping stores

22% TikTok

20% YouTube

20% People you see regularly

Purchase Drivers

97% comfort

97% fit

96% quality

93% durability

are important to denim jeans purchase decisions.

71% prefer their denim jeans to be made from cotton or cotton blends

82% prefer to go places they can wear jeans

What fit are you most likely to buy?

18% Straight

16% Classic/ regular

15% Relaxed

9% Skinny

8% Loose/ baggy

Consumer Preferences

Bottoms worn most often*

35% denim jeans

17% leggings/ jeggings

17% sweatpants/ joggers

14% casual pants

*in the past month

Brand Favorites for Denim Jeans

32% Levi's

11% Wrangler

6% Lee

6% American Eagle

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