COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS OUTLOOK

U.S. EDITION

## Size of Denim Market

**$18.4** billion in 2022 to **$21.8** billion in 2027[1]

*(5 year growth 18.5%)*

**$53**

Average prices consumers pay for a pair of denim jeans

(up 8% from last year)

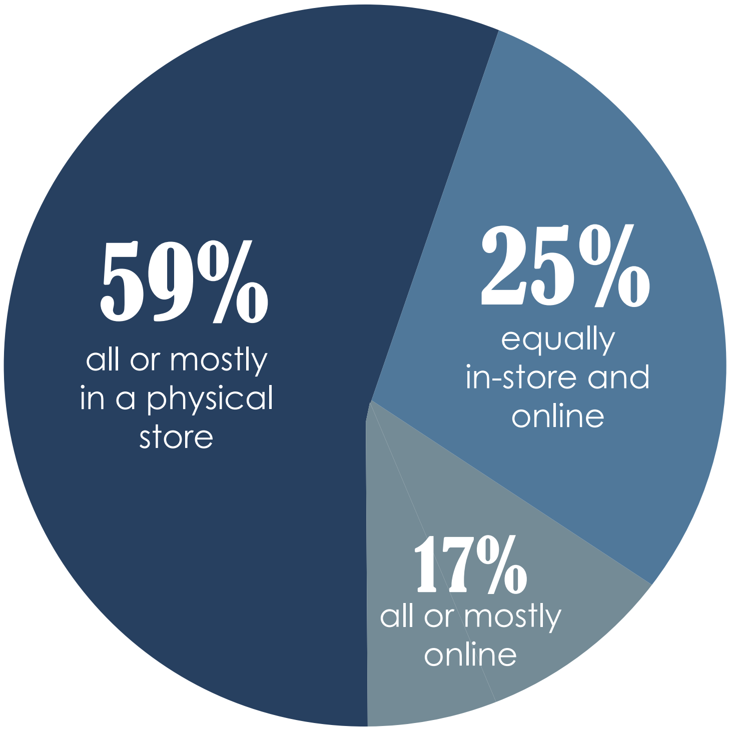
## Plans to Purchase

**8 out of 10** consumers (82%) say they plan to purchase the

**62%** Same **20%** More

pairs of denim jeans in the next year.

## Consumers will purchase jeans...




For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's Lifestyle Monitor™ Survey March 2023, n=500
Sources: [1]Euromonitor International

# Purchase Drivers

over 9 in 10 say

comfort (95%)
fit (95%)
quality (92%)

are important to denim jeans purchase decisions.

## Consumers Love Cotton-Rich Denim

65% say they prefer their denim jeans to be made from:

41% cotton blends

24% 100% cotton

# Consumer Preferences

Bottoms worn most often*

34% Denim Jeans

23% sweatpants/ joggers

17% leggings/ jeggings

15% casual pants

## Brand Favorites for Denim Jeans

36% Levi's

9% Wrangler

8% Lee

7% American Eagle

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