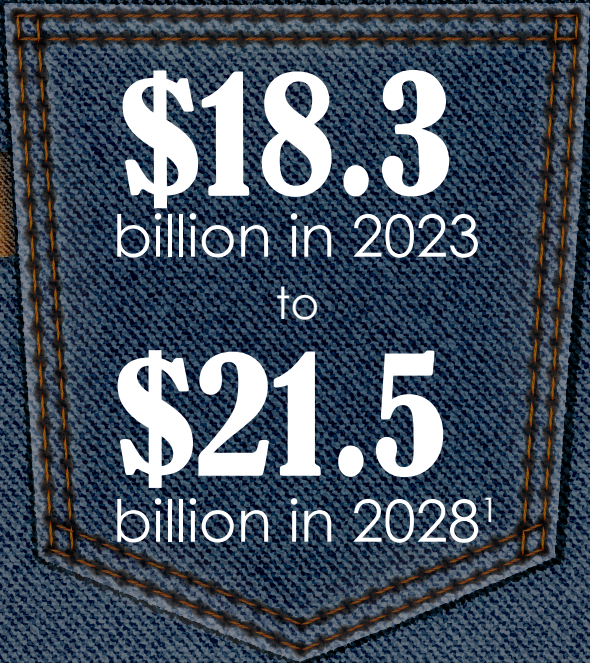




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS DENIM JEANS OUTLOOK

U.S. EDITION

Size of Denim Market



(5 year growth 18%)

Plans to Purchase



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

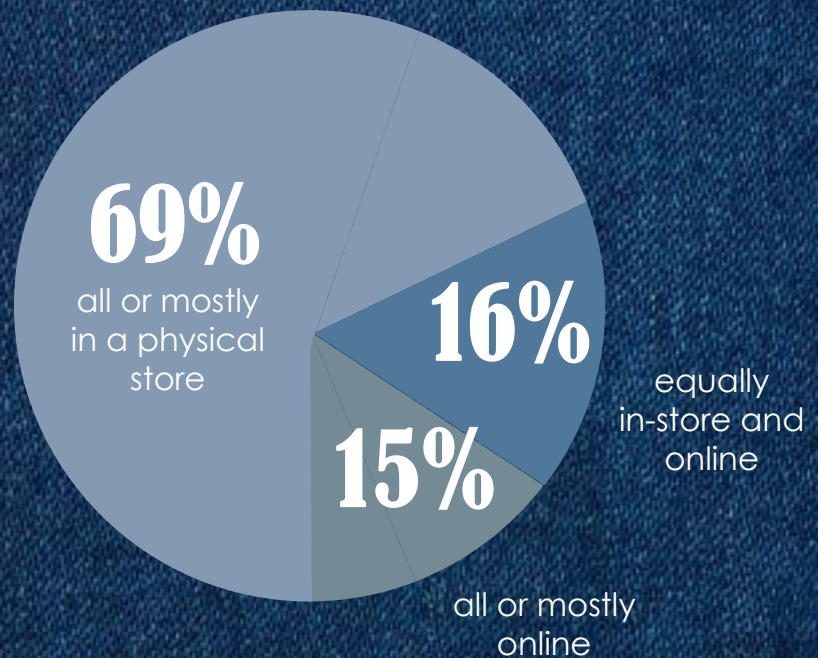
Same
57%

More
29%

pairs of denim jeans in the next year.

Consumers will purchase jeans...

\$61
average prices consumers pay for a pair of denim jeans
(up 15% from last year)



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's Lifestyle Monitor™ Survey 2024
Sources: ¹Euromonitor International

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2024 Cotton Incorporated.

SUPPLY CHAIN INSIGHTS: DENIM JEANS OUTLOOK

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



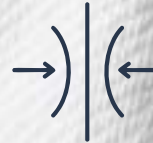
20%

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



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

Cotton Incorporated's Lifestyle Monitor™ Survey 2024

Sources: *Euromonitor International

AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2024 Cotton Incorporated.