



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS



EUROPE



## REASONS TO SHOP FOR DENIM



**56%**  
To replace old jeans



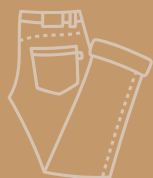
**34%**  
Discount/Promotion



**31%**  
For a new style



**27%**  
Change of season



**9**

PAIRS DENIM JEANS OWNED ON AVERAGE

## CONSUMERS PURCHASE JEANS...



**51%**

All or mostly in a physical store



**39%**

Equally in-store and online



**10%**

All or mostly online

### WHY PURCHASE JEANS IN A PHYSICAL STORE



**53%**

Like to try before I buy



**46%**

Easy to find right size and fit



**38%**

Like to touch and feel before purchase

### WHY PURCHASE JEANS ONLINE



**39%**

Better deals/promotions



**37%**

Convenience



**35%**

Good selection of prices



For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto: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. Europe sample size: n=3,312  
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## SOURCES OF INSPIRATION FOR DENIM JEANS

**35%** What's offered in stores I shop

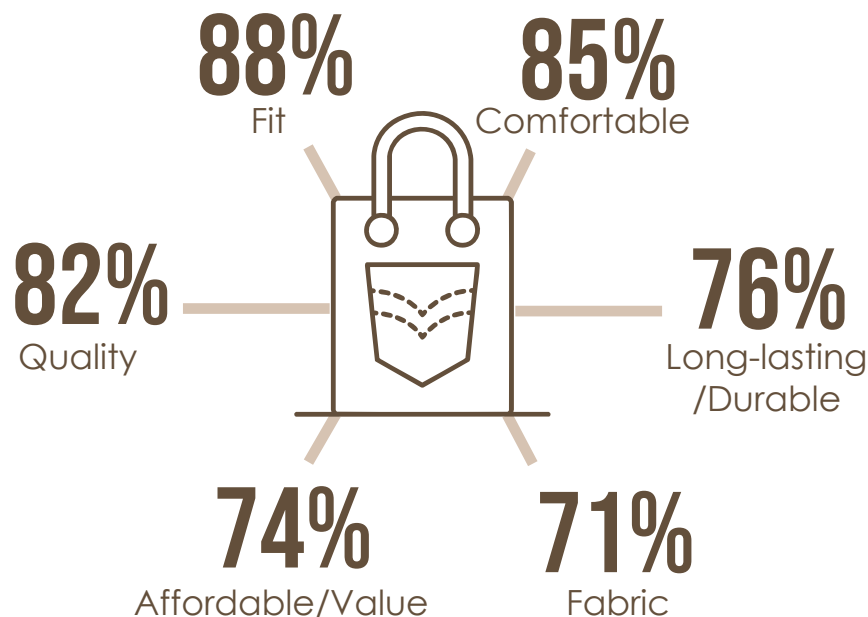
**23%** Online retailers

**22%** Social media

**18%** People I see on the street

## PURCHASE DRIVERS

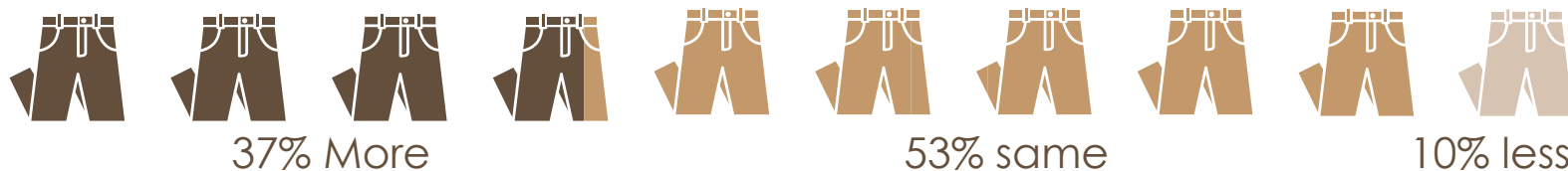
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



**62%**

prefer denim be made of **cotton**

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



## WHY WEAR JEANS MORE OFTEN



**52%**

They are comfortable



**46%**

Look good with everything



**37%**

My personal style has changed



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