



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

FRANCE



REASONS TO SHOP FOR DENIM



55%
To replace old jeans



39%
Discount/
Promotion



30%
For a new style



24%
Change of season



9

PAIRS DENIM JEANS OWNED ON AVERAGE

CONSUMERS PURCHASE JEANS...



56%

All or mostly in a physical store



38%

Equally in-store and online



6%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



57%

Like to try before I buy



42%

Easy to find right size and fit



33%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



38%

Better deals/
promotions



34%

Easy to price compare



33%

Good selection of prices



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. France sample size: n=495.
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SOURCES OF INSPIRATION FOR DENIM JEANS

33% What's offered in stores I shop

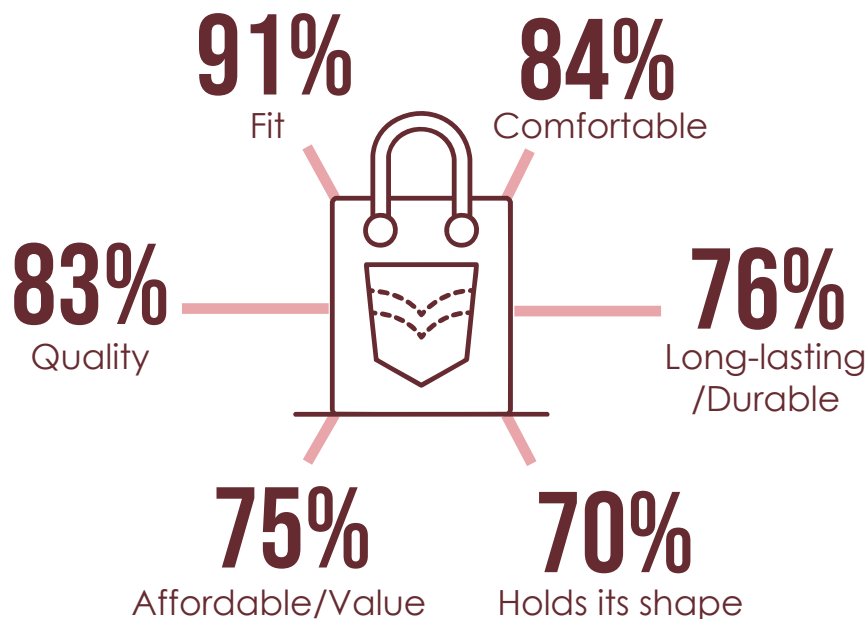
29% Sales assistants in-store

20% From friends or family

18% Online retailers

PURCHASE DRIVERS

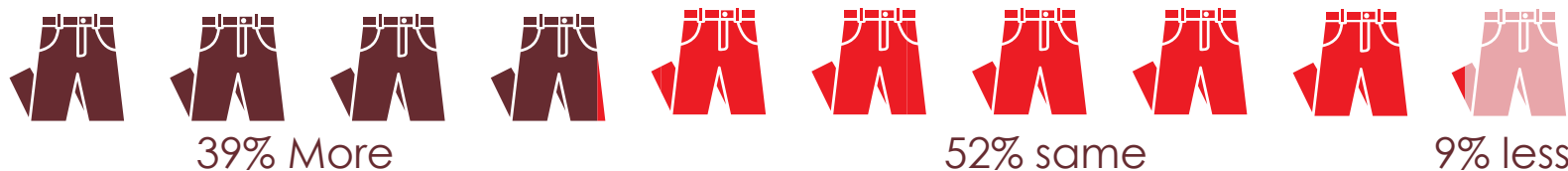
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



62%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



51%

They are comfortable



46%

My personal style has changed



45%

Look good with everything



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