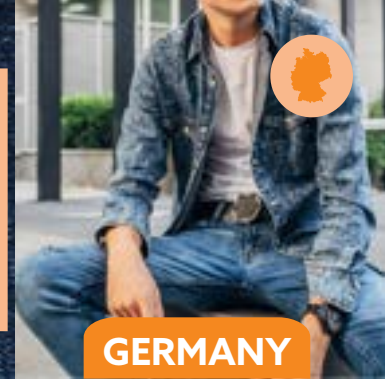


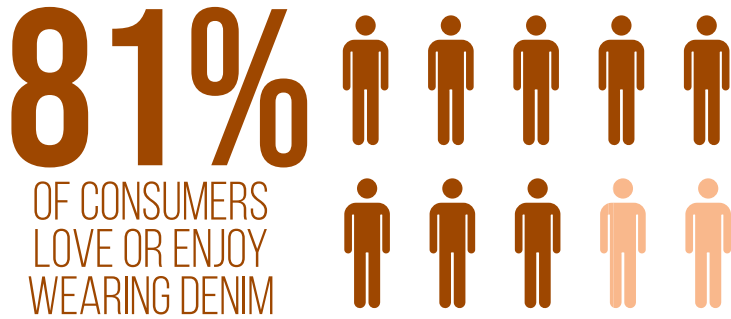


COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

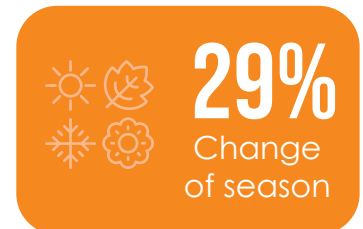
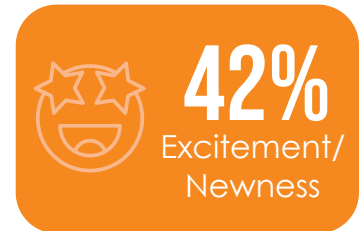
# DENIM JEANS



GERMANY



## REASONS TO SHOP FOR DENIM



## CONSUMERS PURCHASE JEANS...



### WHY PURCHASE JEANS IN A PHYSICAL STORE



### WHY PURCHASE JEANS ONLINE

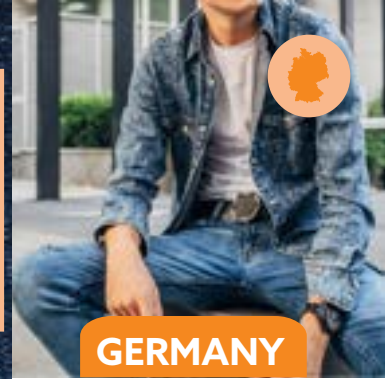


For More Information Contact: Corporate Strategy & Insights at [MarketInformation@cottoninc.com](mailto:MarketInformation@cottoninc.com)  
Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. Germany sample size: n=498.  
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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

# DENIM JEANS



GERMANY

## SOURCES OF INSPIRATION FOR DENIM JEANS

**36%** What's offered in stores I shop

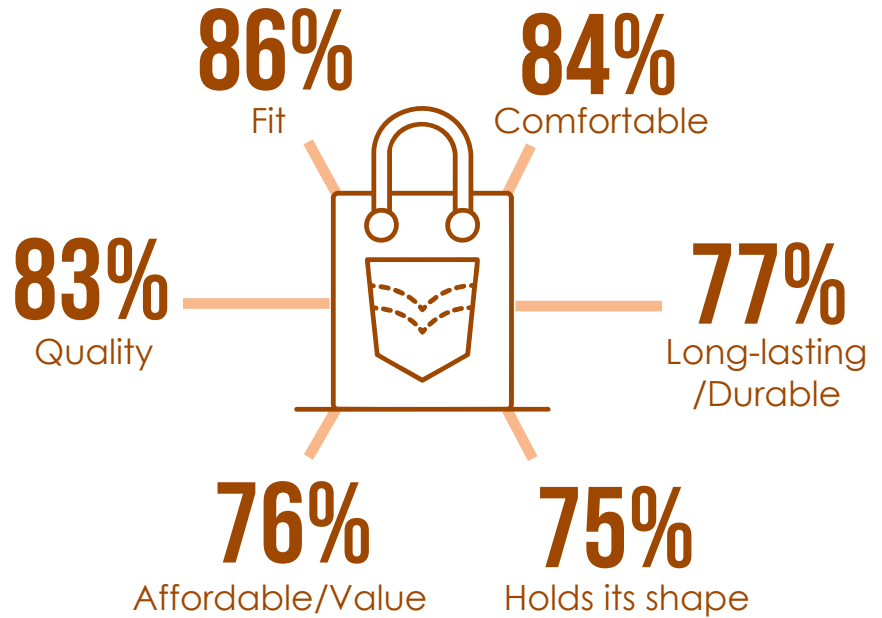
**27%** Online retailers

**24%** Social media

**21%** Friends or family

## PURCHASE DRIVERS

% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



**68%**

prefer denim be made of **cotton**

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



## WHY WEAR JEANS MORE OFTEN



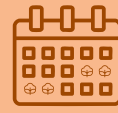
**55%**

They are comfortable



**45%**

My personal style has changed



**37%**

More occasions to wear denim jeans



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