



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS

JAPAN

60%

OF CONSUMERS
LOVE OR ENJOY
WEARING DENIM



5

PAIRS DENIM
JEANS OWNED
ON AVERAGE

REASONS TO SHOP FOR DENIM



57%

To replace
old jeans



27%

For a
new style



20%

Change
of season



19%

Excitement/
Newness

CONSUMERS PURCHASE JEANS...



72%

All or mostly in
a physical store



18%

Equally in-store
and online



10%

All or mostly
online

WHY PURCHASE JEANS IN A PHYSICAL STORE



55%

Like to try before I
buy



52%

Easy to find
right size and fit



35%

Like to touch
and feel before
purchase

WHY PURCHASE JEANS ONLINE



42%

Convenience



31%

Easy to price
compare



28%

Better deals/
promotions



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. Japan sample size: n=982

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SOURCES OF INSPIRATION FOR DENIM JEANS

33% What's offered in stores I shop

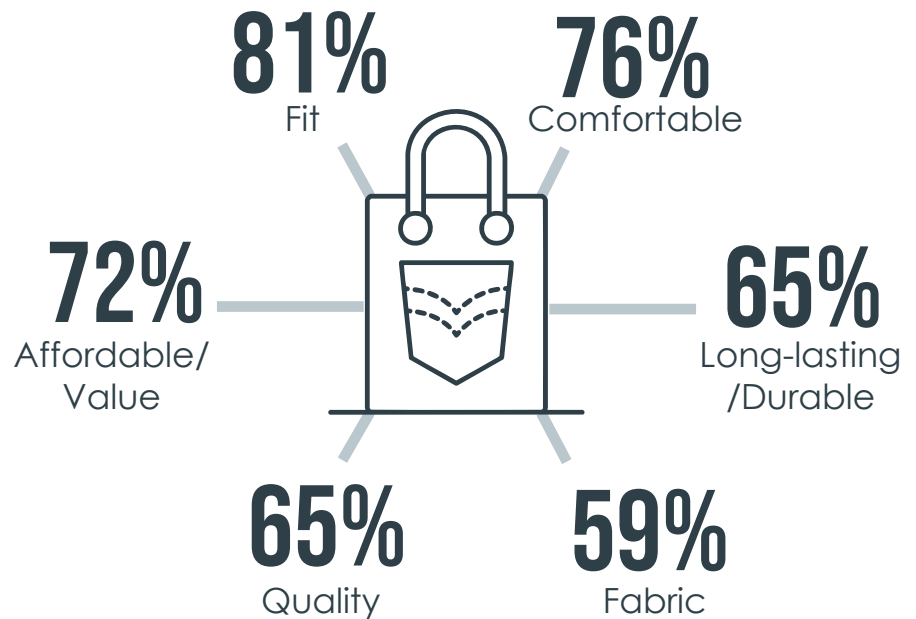
21% Blogs, websites, or magazines

17% Sales assistants

16% People I see on the street

PURCHASE DRIVERS

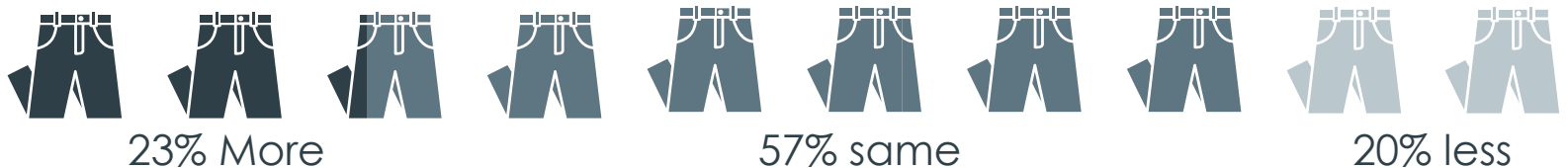
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



46%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



49%

They are comfortable



48%

Look good with everything



41%

More occasions to wear denim jeans



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