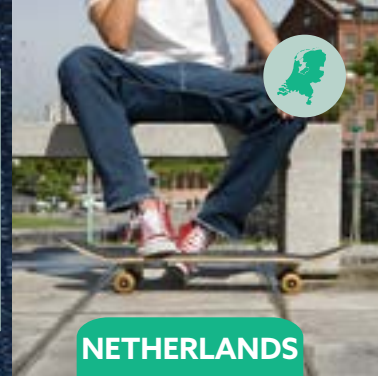




COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



NETHERLANDS



REASONS TO SHOP FOR DENIM



65%
To replace old jeans



40%
Discount/Promotion



8

PAIRS DENIM JEANS OWNED ON AVERAGE



27%
For a new style



27%
Change of season

CONSUMERS PURCHASE JEANS...



48%

All or mostly in a physical store



40%

Equally in-store and online



12%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



53%

Easy to find right size and fit



47%

Like to try before I buy



34%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



46%

Convenience



33%

Better deals/promotions



31%

Easy to price compare

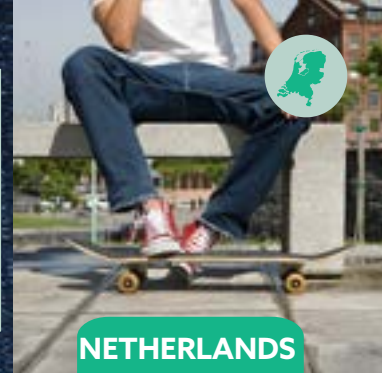


For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. Netherlands sample size: n=485
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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



NETHERLANDS

SOURCES OF INSPIRATION FOR DENIM JEANS

35% What's offered in stores I shop

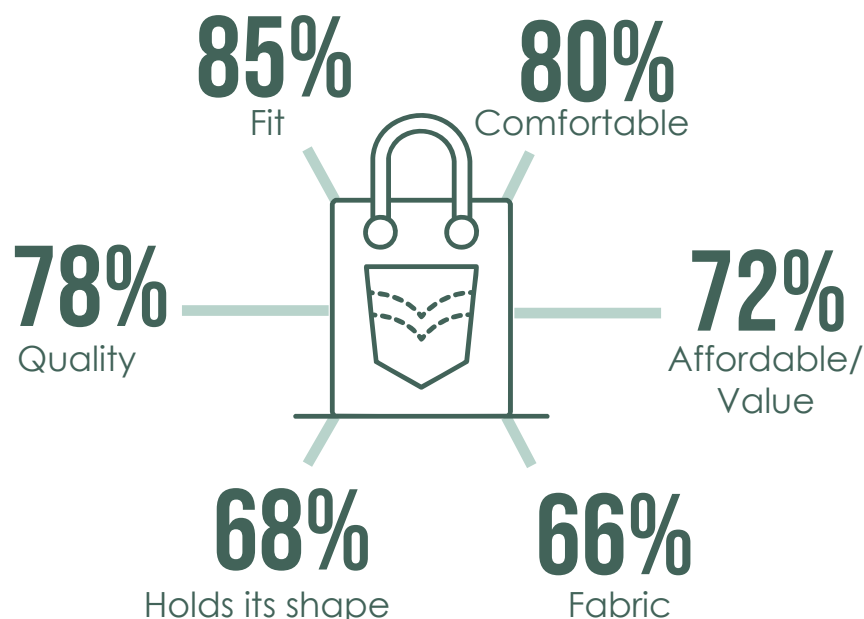
18% Social media

15% Friends or family

15% Sales assistants

PURCHASE DRIVERS

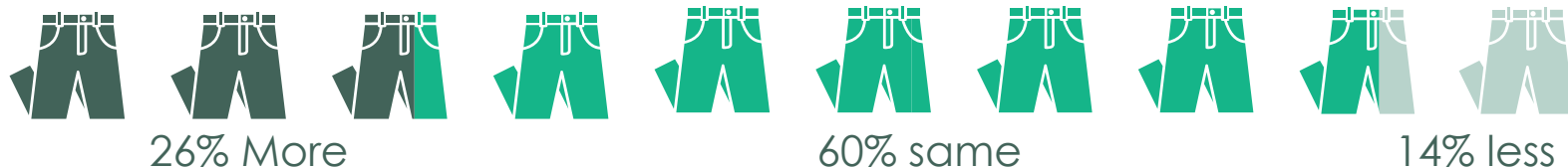
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



52%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



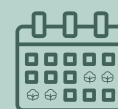
49%

They are comfortable



40%

Look good with everything



36%

More occasions to wear denim jeans



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