

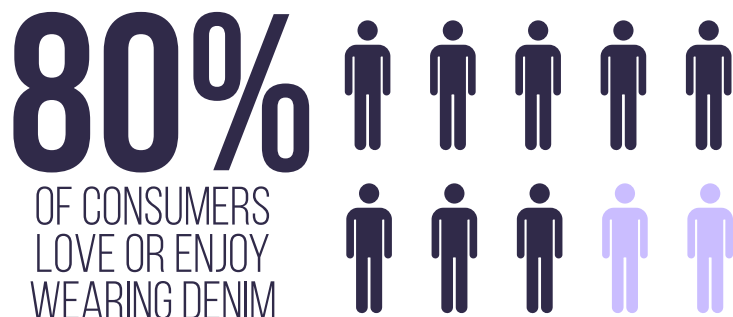


COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

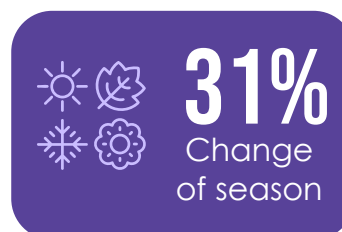
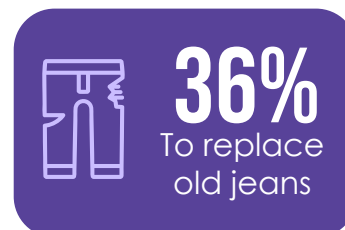
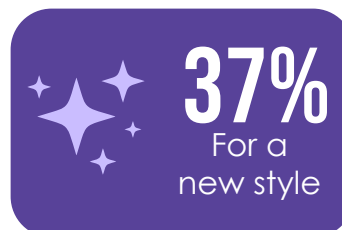
DENIM JEANS



SOUTH KOREA



REASONS TO SHOP FOR DENIM



CONSUMERS PURCHASE JEANS...



33%

All or mostly in a physical store



41%

Equally in-store and online



26%

All or mostly online

WHY PURCHASE JEANS IN A PHYSICAL STORE



56%

Easy to find right size and fit



53%

Like to try before I buy



40%

Like to touch and feel before purchase

WHY PURCHASE JEANS ONLINE



48%

Better deals/ promotions



47%

Easy to price compare



41%

Convenience



38%

Good selection of prices

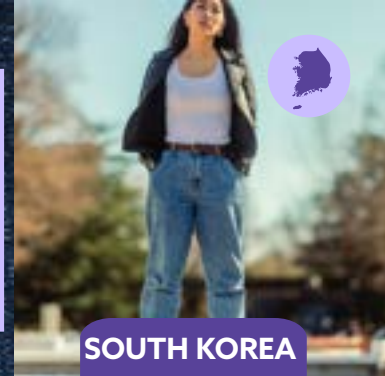


For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Cotton Incorporated's 2024 Global Denim Survey, a survey of n=10,183 consumers in China, France, Germany, India, Italy, Japan, Mexico, Netherlands, South Korea, Spain, Thailand, UK, and USA. South Korea sample size: n=992
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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

DENIM JEANS



SOUTH KOREA

SOURCES OF INSPIRATION FOR DENIM JEANS

39% Online retailers

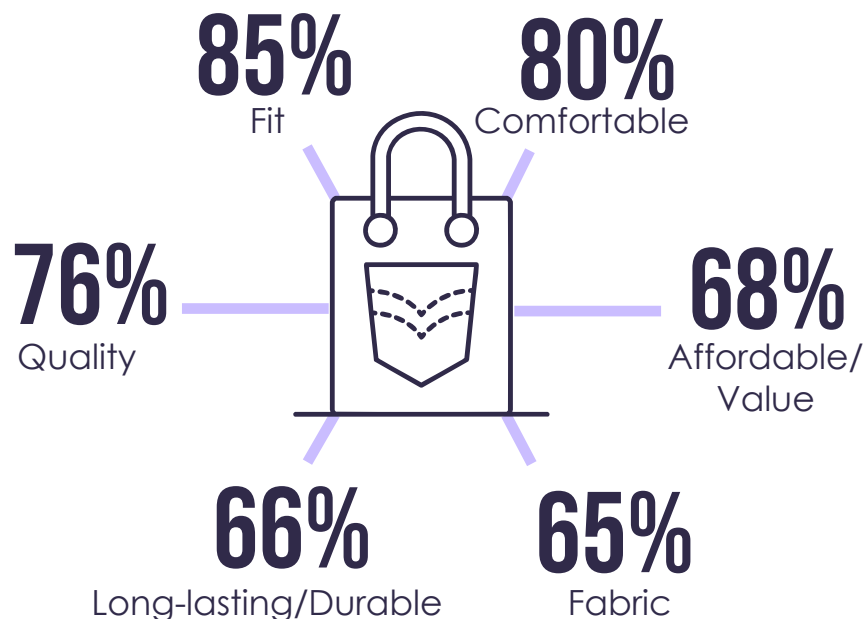
32% Blogs, websites, or magazines

23% People I see on the street

21% Social media

PURCHASE DRIVERS

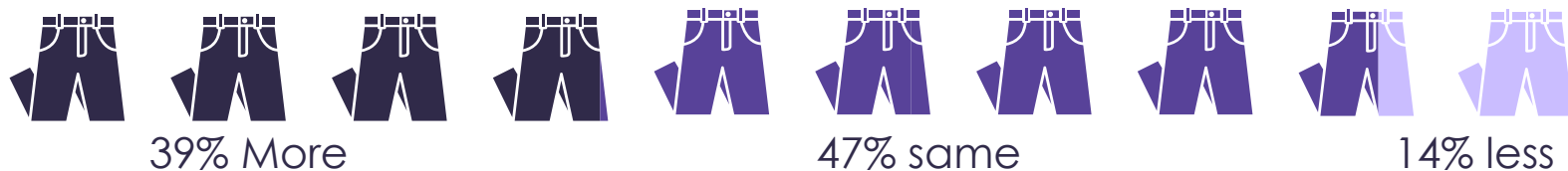
% VERY IMPORTANT TO DENIM JEANS PURCHASE DECISION



43%

prefer denim be made of **cotton**

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



WHY WEAR JEANS MORE OFTEN



59%
They are comfortable



57%
Look good with everything



44%
My personal style has changed



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