

Jeans in Colombia

Market Direction | 2022-12-28 | 22 pages | Euromonitor

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Report description:

During 2022, jeans faced considerable competition from more comfortable apparel and footwear products such as sportswear and oversized pants, as jeans are not typically considered comfortable clothing. Despite this, jeans was among the first categories in apparel to rebound after 2020, as consumers sought to refresh their wardrobes and craved the latest fashion trends. This included styles that accommodated hybrid working arrangements. The category benefited due to its versatility in the range o...

Euromonitor International's Jeans in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Jeans market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
December 2022

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Both the industry's and consumer focus is increasingly on sustainability

Despite a variety of global headwinds, the denim sector continues to do well

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