

Jeans in Taiwan

Market Direction | 2023-01-05 | 24 pages | Euromonitor

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Report description:

Retail value sales of jeans are primarily driven by the growing demand for premium and super premium jeans. Within menswear, jeans are still perceived as an important business causal item that are functional and suitable throughout daily working life. Meanwhile, in womenswear, it is premium and super premium jeans that see the best performance in 2022. Brands such as Levi's and Calvin Klein maintain their popularity, in part due to celebrity endorsements and collaborations with designers. For ex...

Euromonitor International's Jeans in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 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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Levi's remains top brand as sustainability becomes an increasingly important selling factor

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