

Jeans in Germany

Market Direction | 2023-01-16 | 24 pages | Euromonitor

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Report description:

Jeans recorded further double-digit current value growth in 2022, driven by a rising average unit price which recovered to surpass 2019 levels. Nevertheless, following 2020's fall in volume sales, demand for jeans has continued to recover in Germany as pandemic restrictions lifted, and local consumers finally returned to a greater level of normality. The resumption of mobile lifestyles included the more frequent return to the office and travel. Jeans are considered highly versatile and can be wo...

Euromonitor International's Jeans in Germany 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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H&M and C&A continue to lead fragmented competitive landscape with economy jeans for every style

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