

Jeans in India

Market Direction | 2023-01-18 | 23 pages | Euromonitor

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Report description:

Sales of jeans in India suffered significantly both in retail volume and current value terms during 2020 and into the early part of 2021, as lockdowns and social distancing led to store closures and home confinement for many consumers due to the COVID-19 pandemic. Consumers confined to their homes found themselves unable to socialise and work and go about their normal lives; therefore, they had fewer reasons to update their wardrobes. Instead of jeans, consumers chose to buy loungewear items suc...

Euromonitor International's Jeans in India 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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Jeans experiences recovery as the pandemic situation is stable

Gap Inc announces its re-entry to India through Reliance Brands Limited

Disruption to supply chains results in inflationary pressure on raw materials

PROSPECTS AND OPPORTUNITIES

Premium jeans to offer opportunities for denim retailers on the back of aspirational consumers

E-commerce set to rise, yet offline presence will remain key for growth during the forecast period

Casualisation trend, which has benefited athleisure clothing, will pose a challenge to jeans over the forecast period

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