

## **Jeans in Japan**

Market Direction | 2023-01-16 | 25 pages | Euromonitor

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### **Report description:**

In 2021, major cities in Japan, such as Tokyo and Osaka, were under a state of emergency or quasi-state of emergency from the beginning of the year, and the effects of COVID-19 remained very strong, delaying the recovery of jeans in Japan. Government restrictions on COVID-19 lifted after spring 2022, increasing the opportunities for people to go out in this year. However, entrenched stay-at-home lifestyles shifted demand for jeans to more comfortable products, such as sweatshirts or nightwear, r...

Euromonitor International's Jeans in Japan 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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Euromonitor International  
January 2023

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Y2K fashion trend boosts popularity of women's jeans

Denim garments gain popularity as items that are both trendy and universal

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