

## **Jeans in the Philippines**

Market Direction | 2023-02-01 | 23 pages | Euromonitor

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### **Report description:**

The economy segment within jeans has seen strong growth as consumers' budget consciousness has been increased by the challenging economic situation resulting from the impact of the COVID-19 crisis and the global fallout of the Russian invasion of Ukraine in February 2022. At the same time, local brand players have benefited from endorsements from Korean actors, as was the case with Philippine brand, Bench's collaboration with Ahn Hyo-seop, who gained consumer attention through roles in Korean TV...

Euromonitor International's Jeans in Philippines 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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