

Jeans in Brazil

Market Direction | 2023-03-06 | 24 pages | Euromonitor

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Report description:

The high inflation witnessed in Brazil during 2021 and 2022 resulted in declining purchasing power for many local consumers. In this scenario, retailers launched new options targeting more price-conscious citizens. Some popular stores in Sao Paulo began to offer clothing per kg in an attempt to appeal to consumers with limited budgets, while some consumers attempted repairs on durable items such as jeans to make them last longer before needing to be replaced.

Euromonitor International's Jeans in Brazil 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 IN BRAZIL

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New styles of jeans drive sales, while players seek to reduce environmental impact

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