

Jeans in China

Market Direction | 2023-11-14 | 22 pages | Euromonitor

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Report description:

Thanks to the end of the zero-COVID policy and the resurgence of retro fashion, jeans is set to experience significant high single-digit current value growth in 2023. The popularity of the retro trend has not only favoured denim jeans, but has also extended to denim shirts, jackets, and patchwork denim. Amongst denim products, bell-bottom jeans, which exude a strong vintage vibe, have become the hottest commodity. While environmental concerns still linger, they have considerably weakened. With a...

Euromonitor International's Jeans in China 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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Table of Contents:

Jeans in China
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List Of Contents And Tables

JEANS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans sees a resurgence in 2023

The rise of decorative attributes and higher-end brands

PROSPECTS AND OPPORTUNITIES

Embracing comfort and casual style in the post-pandemic era

Accelerated growth of online channels in jeans

CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2018-2023

Table 2 Sales of Jeans by Category: Value 2018-2023

Table 3 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 4 Sales of Jeans by Category: % Value Growth 2018-2023

Table 5 Sales of Men's Jeans by Category: Volume 2018-2023

Table 6 Sales of Men's Jeans by Category: Value 2018-2023

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 8 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 9 Sales of Women's Jeans by Category: Volume 2018-2023

Table 10 □Sales of Women's Jeans by Category: Value 2018-2023

Table 11 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 12 □Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 13 □NBO Company Shares of Jeans: % Value 2019-2023

Table 14 □LBN Brand Shares of Jeans: % Value 2020-2023

Table 15 □Forecast Sales of Jeans by Category: Volume 2023-2028

Table 16 □Forecast Sales of Jeans by Category: Value 2023-2028

Table 17 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 18 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 19 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 20 □Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 21 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 23 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 24 □Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 25 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN CHINA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

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Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 27 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 28 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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