

## **Jeans in France**

Market Direction | 2023-11-15 | 26 pages | Euromonitor

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### **Report description:**

Jeans is in a volume slump in 2023, following a strong rebound after the pandemic era declines. This can partly be attributed to budgetary reasons, evidenced by the fact that economy jeans is showing the best performance, along with the fact that jeans are durable garments, thus have a reasonably long lifecycle and, having already been purchased, the next replacement cycle has not yet come about. That said, the ongoing "sneakermania" trend, as discussed in sportswear, also supports jeans, as the...

Euromonitor International's Jeans in France 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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