

**Jeans in South Korea**

Market Direction | 2023-11-15 | 24 pages | Euromonitor

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**Report description:**

Demand for jeans continues to grow in 2023, driven by the ongoing popularity of street casual. The beginning of the endemic era in South Korea and consumers' increasing outdoor activities are also helping to boost demand for durable jeans. The "double denim" trend - wearing denim for both the top and bottom half - is particularly popular as Y2K fashions prevail. Double denim, which used to be considered outdated, is now highly popular among young consumers as the retro trend deeply penetrates fa...

Euromonitor International's Jeans in South Korea 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.

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