

Jeans in Taiwan

Market Direction | 2023-12-06 | 23 pages | Euromonitor

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Report description:

Jeans has shown another healthy performance in volume terms in 2023, with overall growth set to equal that recorded in 2022. Solid demand is partly explained by the fact that these garments are perennially in fashion and have a broad appeal among male and female consumers of all ages in Taiwan due to their comfort and durability. Additionally, jeans are a staple of streetwear and Y2K styles, which are currently among the most popular with Generation Z and millennial consumers. The latter factor...

Euromonitor International's Jeans in Taiwan 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 TAIWAN

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Growing use of functional denim fabrics helps to reduce seasonality

Premium and super premium jeans outperform economy segment in volume terms

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