

## **Jeans in Germany**

Market Direction | 2023-12-14 | 23 pages | Euromonitor

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### **Report description:**

Levi Strauss Germany is set to maintain its leading position in both men's and women's premium jeans in Germany in 2023, and stores have seen a consistently positive business performance. Levi's enjoys long-time brand recognition amongst consumers, and has established itself as a household name, synonymous with high-quality, timeless denim. Several of its iconic models have maintained long-term popularity, while its new designs continue to set new trends. Some of its more contemporary styles inc...

Euromonitor International's Jeans in Germany 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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