

North America Jeans - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Report description:

The North America Jeans Market size is estimated at USD 27.58 billion in 2024, and is expected to reach USD 34.01 billion by 2029, growing at a CAGR of 4.28% during the forecast period (2024-2029).

Jeans are deeply ingrained in North American culture, symbolizing a casual and laid-back lifestyle. This cultural association and the high income level in the region contribute to their popularity. Moreover, to meet the needs of its customers, leading fashion manufacturers are diversifying their product lines by offering a wider variety of jeans that are distinct in color, size, fabric, and design. For instance, in March 2022, H&M Hennes & Mauritz AB developed a new denim line called the 'capsule collection,' which focuses on saving water throughout the manufacturing process by collaborating with suppliers who use recycled water systems. The collection pieces were inspired by late 1990s and Y2K vibes, including high-waist straight jeans, low-waist flares, dungarees, skinny jeans, mini-skirts, and denim shirts. In addition, the capsule collection is made from fabrics containing recycled materials from industrial waste, collected clothing, recycled threads, labels and pockets, partially recycled metal, and zippers.

North America Jeans Market Trends

Women are the Largest Customer Base for Brands

The women's segment is the most significant customer segment in the jeans market. The women's jeans segment shows a rapid growth trend, strongly driven by the increasing number of working-class women. Despite being a mature market, the changing fashion trends and the evolving retail landscape across brands have been critical factors in the booming jeans market. Moreover, companies are introducing new and innovative products with sustainable fabrics to make their products unique from existing ones. For instance, in September 2023, Lee launched the re-imagined women's Lee Rider Jeans. The launch introduced two

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essential versions of the timeless straight-legged silhouette: the Rider Classic Jean, mid-rise jeans with a straight leg and relaxed fit, and the Rider Slim Straight Jeans, mid-rise jeans with a straight leg and slimmer fit.

The United States is the Biggest Market for Jeans

Jeans are one of the most worn apparel products in the United States by men, women, and kids. Moreover, premium jeans products are preferred by consumers in the market owing to their quality and exclusivity. Collaborative collections, exclusive collections with a limited number of pairs, are preferred by consumers over regular products due to their unique design patterns and fits. Hence, the market is expected to continue to experience robust demand in the coming years. With increasing consumer awareness of sustainability, eco-friendly jeans manufactured using sustainable fabrics are gaining traction. Due to the demand, manufacturers are inclined to manufacture jeans from sustainable raw materials such as 100% organic cotton and other blends to attract consumers. For instance, in July 2023, Levis launched its new plant-based Jeans 501, made using 97% plant-based materials. The company claims to use 100% cotton to manufacture these jeans. These products are retailed across the United States and other operating areas of the company.

North America Jeans Industry Overview

The jeans market remains a highly competitive market in North America, as a broad range of small and large domestic and international manufacturers sell their products through diverse retail channels at different price points. Leading players include Levi Strauss & Co., Kontoor Brands, Inc., Gap, H&M, and PVH Corp. These players are undertaking various business strategies, including product innovations, partnerships, and mergers and acquisitions, to expand their visibility and portfolio of offerings. They also focus on social media platforms and online distribution channels for online marketing and branding of their products to attract more customers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
 - 4.1.1 Strong Inclination of Consumers Toward Fashionable Clothing
 - 4.1.2 Rising Influence of Social Media
- 4.2 Market Restraints
 - 4.2.1 Unorganized Apparel Sector and Availability of Counterfeit Goods
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers

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- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 By End User
 - 5.1.1 Men
 - 5.1.2 Women
 - 5.1.3 Children
- 5.2 By Category
 - 5.2.1 Mass
 - 5.2.2 Premium
- 5.3 By Distribution Channel
 - 5.3.1 Specialty Stores
 - 5.3.2 Supermarkets/Hypermarkets
 - 5.3.3 Online Retail Stores
 - 5.3.4 Other Distribution Channels
- 5.4 By Country
 - 5.4.1 United States
 - 5.4.2 Canada
 - 5.4.3 Mexico
 - 5.4.4 Rest of North America

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Brand Share Analysis
- 6.3 Company Profiles
 - 6.3.1 Levi Strauss & Co.
 - 6.3.2 Kontoor Brands Inc.
 - 6.3.3 OTB Group
 - 6.3.4 Gap Inc.
 - 6.3.5 PVH Corp.
 - 6.3.6 TowerBrook (True Religion Brand Jeans)
 - 6.3.7 American Eagle
 - 6.3.8 Superdry PLC
 - 6.3.9 H & M Hennes & Mauritz AB
 - 6.3.10 Ralph Lauren Corporation

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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