

Jeans in the US

Market Direction | 2024-11-12 | 25 pages | Euromonitor

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Report description:

Jeans in the US was struggling with declining demand even before the pandemic, as consumers increasingly gravitated towards activewear such as yoga pants, particularly from fast growing brands such as Lululemon. In recent years, spending on activewear has begun to slow as consumers return to offices and social events, yet jeans continues to face challenges in achieving volume growth. Shoppers are seeking stylish yet comfortable alternatives, such as cargo pants and sweatpants. In 2022 and 2023,...

Euromonitor International's Jeans in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 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 2028 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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Euromonitor International
November 2024

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