

Jeans in China

Market Direction | 2024-11-18 | 23 pages | Euromonitor

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Report description:

In 2024, retail current value sales of jeans in China are expected to see only minimal growth compared with the previous year. Jeans, as a long-established and innovation-lacking category, has reached maturity in the Chinese market. The durable nature of jeans means that they have a longer life cycle than many other apparel items, which, in the absence of significant innovation, dampens consumers' desire for frequent purchases. Furthermore, as the fashion landscape continues to lean towards more...

Euromonitor International's Jeans in China 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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The use of innovative materials for fashion and sustainability

Jeans remains highly fragmented, led by Uniqlo

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