

Jeans in Spain

Market Direction | 2024-11-22 | 24 pages | Euromonitor

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Report description:

Jeans in Spain saw weak retail volume and current value growth in 2024. The average disposable income of Spaniards continued to decline due to rising interest rates. At the same time, retailers were forced to raise their prices due to a general increase in their operating costs. As a result, Spanish consumers strove to reduce their expenses, leading to a shift from higher value-added products to more economical alternatives in response to increasing cost sensitivity. This trend particularly impa...

Euromonitor International's Jeans in Spain 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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Jeans benefits from status as a wardrobe staple, but trading down is visible in 2024

Some polarisation in a challenging economic climate

Zara leads a relatively fragmented competitive landscape in 2024

PROSPECTS AND OPPORTUNITIES

Economy jeans will continue to see strong demand as a result of ongoing economic uncertainty

Sustainable jeans will gain traction, particularly amongst younger Spaniards

Body-positive movement is expected to stall, as slimness is still seen as important for positive body image

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