

Jeans in the Philippines

Market Direction | 2024-11-22 | 23 pages | Euromonitor

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Report description:

The Philippines has seen a significant shift in dress codes, resulting in increased demand for jeans. Several major corporations, along with educational institutions like De La Salle University, have loosened their wardrobe guidelines, allowing more diverse types of clothing, including jeans. In alignment with global trends, some companies in the Philippines have adopted "Casual Fridays," a trend whereby employees can dress casually on the last working day of the week. This concept is especially...

Euromonitor International's Jeans in Philippines 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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Demand for "jorts" is boosted by high temperatures and vintage fashion revival

Iconic jeans brands embrace vintage trend

PROSPECTS AND OPPORTUNITIES

Urbanisation and fast-paced lifestyles will drive demand for jeans, but competition from athleisure wear could impact demand

Jeans market will continue to evolve, in accordance with fashion trends

Beauty standards, especially amongst female consumers, will drive demand for jeans

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