

Jeans in Canada

Market Direction | 2024-11-25 | 23 pages | Euromonitor

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Report description:

In 2024, the growth of the jeans category in Canada slowed, following a period of rapid expansion in 2023. The previous year's growth was fuelled by a recovery from the pandemic and high immigration rates, as newcomers sought to build their wardrobes. However, 2024 witnessed more muted growth as consumers, impacted by the rising cost of living, prioritised essential purchases such as groceries and sought value through promotions. Despite this, the casualisation trend, characterised by relaxed wo...

Euromonitor International's Jeans in Canada 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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Euromonitor International
November 2024

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