

Jeans in Colombia

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

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Report description:

Jeans continue to outperform many other categories within apparel and footwear in 2024, as they are regarded as a core element of most wardrobes in Colombia, suitable for wear throughout the year. The casualisation of workwear and the wide variety of models and styles available, not tied to a specific trend, have boosted demand for jeans. For instance, wide jeans are particularly trendy among Generation Z, while other styles like cargo, straight-leg, "dad jeans," and puddle jeans are widely offered.

Euromonitor International's Jeans in Colombia 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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Table of Contents:

Jeans in Colombia
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List Of Contents And Tables

JEANS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Jeans benefit from their status as a wardrobe staple, but trading down is unavoidable

Eco-friendly denim on the rise

Levi's strengthens its position in jeans

PROSPECTS AND OPPORTUNITIES

Jeans' performance to be limited

The future of jeans is customisable

Super-premium jeans to continue to expand

CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2019-2024

Table 2 Sales of Jeans by Category: Value 2019-2024

Table 3 Sales of Jeans by Category: % Volume Growth 2019-2024

Table 4 Sales of Jeans by Category: % Value Growth 2019-2024

Table 5 Sales of Men's Jeans by Category: Volume 2019-2024

Table 6 Sales of Men's Jeans by Category: Value 2019-2024

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2019-2024

Table 8 Sales of Men's Jeans by Category: % Value Growth 2019-2024

Table 9 Sales of Women's Jeans by Category: Volume 2019-2024

Table 10 Sales of Women's Jeans by Category: Value 2019-2024

Table 11 Sales of Women's Jeans by Category: % Volume Growth 2019-2024

Table 12 Sales of Women's Jeans by Category: % Value Growth 2019-2024

Table 13 NBO Company Shares of Jeans: % Value 2020-2024

Table 14 LBN Brand Shares of Jeans: % Value 2021-2024

Table 15 Forecast Sales of Jeans by Category: Volume 2024-2029

Table 16 Forecast Sales of Jeans by Category: Value 2024-2029

Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2024-2029

Table 18 Forecast Sales of Jeans by Category: % Value Growth 2024-2029

Table 19 Forecast Sales of Men's Jeans by Category: Volume 2024-2029

Table 20 Forecast Sales of Men's Jeans by Category: Value 2024-2029

Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029

Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029

Table 23 Forecast Sales of Women's Jeans by Category: Volume 2024-2029

Table 24 Forecast Sales of Women's Jeans by Category: Value 2024-2029

Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029

Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN COLOMBIA

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 27 Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 28 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 31 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 33 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 36 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 37 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 38 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Jeans in Colombia

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