

Jeans in France

Market Direction | 2024-12-06 | 26 pages | Euromonitor

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Report description:

Jeans is in a volume slump in France in 2024, while value sales manage to achieve small positive gains. This follows the post-pandemic rebound in the 2020-2021 period, which has since declined. The current poor performance of jeans is attributed to consumers' price-sensitivity in light of an uncertain economic climate, along with the fact that jeans are durable garments, thus consumers are not yet in a replacement cycle. That said, the "sneakermania" trend, where sneakers and jeans are often pai...

Euromonitor International's Jeans in France 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 IN FRANCE

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Jeans in a slump after a post-pandemic rebound, while jeans styles evolve

1083 provides a successful example of local sustainability

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PROSPECTS AND OPPORTUNITIES

Jeans still have scope to reinvent themselves, which could lead to stronger sales

"Made in France" will continue to be a desirable label, despite temporary setbacks

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