

Jeans in South Korea

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

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Report description:

Jeans maintains positive growth in South Korea in 2024, in both value and volume terms. Economy jeans is seeing the most robust growth (value and volume), while super premium jeans is seeing the lowest growth, with volume in a slight negative slump (albeit improved from the previous year). H&M (H&M Hennes & Mauritz AB) is the leading brand in economy jeans, holding over a quarter of all brand share in the subcategory, while there is also a large share of "others". Meanwhile, Uniqlo (Frl Korea Co...

Euromonitor International's Jeans in South Korea 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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