

## **Jeans in Thailand**

Market Direction | 2024-12-06 | 24 pages | Euromonitor

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### **Report description:**

Jeans continue to be a wardrobe staple in Thailand, with positive growth expected both retail volume and current value terms in 2024. The popularity of jeans is driven by their versatility, offering various styles and fabrics that suit both casual and smarter looks. With fast fashion facing increasing criticism for its low-quality and disposable nature, denim's durability offers a welcomed contrast. As such, Thai consumers view a good pair of jeans as a worthwhile investment.

Euromonitor International's Jeans in Thailand 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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