

## **Jeans in Australia**

Market Direction | 2024-12-19 | 26 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Following a drop in retail volume sales the previous year, jeans in Australia has resumed its journey towards recovery in 2024, with 4% retail value growth and 1% retail volume. Within the overall category, retail value sales are divided between women's jeans (55%) and men's jeans (45%).

Euromonitor International's Jeans in Australia 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

JEANS IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation evident within men's jeans, while premiumisation characterises the women's segment

Competitive landscape subject to volatility as cross-category headwinds hit

Evolution of e-commerce leads to emergence of grey market drop-shipping

PROSPECTS AND OPPORTUNITIES

Polarisation set to contribute to standout performance for men's jeans at either end of value spectrum over the forecast period

Sustainability to continue on its journey into mainstream jeans

Standard and economy women's jeans set to experience competitive transformation

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 AUSTRALIA

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024

Market polarisation, DEI and sustainability emerge as key trends in 2024

Mergers and disruptive DTC models shape competitive landscape  
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry  
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

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Jeans in Australia

Market Direction | 2024-12-19 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com