

Jeans in Poland

Market Direction | 2024-12-09 | 22 pages | Euromonitor

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Report description:

The jeans market in Poland is becoming polarised, with both premium and budget segments experiencing higher growth than the mid-priced segment. Premium jeans are in high demand as consumers seek superior quality and unique designs to stand out. Often, premium and super premium brands are sought after due to the prestige they offer. However, budget-conscious consumers are gravitating towards low-cost options, especially as inflation impacts purchasing power. Established brands use economies of SC...

Euromonitor International's Jeans in Poland 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.

Scotts International. EU Vat number: PL 6772247784

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

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JEANS IN POLAND

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Comfortable jeans are an essential

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