

Jeans in Romania

Market Direction | 2024-12-09 | 23 pages | Euromonitor

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Report description:

As the trend toward casual dressing continues to evolve in Romania, jeans have become a wardrobe staple for consumers of all ages. Consumers value versatile clothing that enables a seamless transition from work to social settings. Nevertheless, cocooning remains an important trend in the country, as some consumers prefer to stay at home, given the ongoing higher costs of living. In addition, there are still many Romanians who work from home, especially in the IT and business sectors. Furthermore...

Euromonitor International's Jeans in Romania 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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