

Global Denim Jeans Market Size study & Forecast, By Distribution Channel (Online, Offline), By End-user (Men, Women, Children) and Regional Analysis, 2023-2030

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Abstracts

Global Denim Jeans Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. The denim jeans market is poised to witness growth due to the ongoing evolution of consumer trends and preferences for fashionable and attractive clothing. This, in combination with companies' constant product innovations in terms of designs, trends, styles, and colors, is expected to drive the demand for denim jeans. The growing fashion consciousness among millennials and baby boomers has encouraged manufacturers to focus on introducing new and improved versions of denim jeans. As a result, the denim jeans market is expected to continue to expand in the coming years.

Abercrombie & Fitch launched their 2022 denim collection for kids in July 2022, which includes additional options for fit and sizing. The collection has an expanded size range and offers short, regular, and long-length options in all sizes and waistband adjusters, ranging from 5/6 to 17/18. The company conducted extensive research on parents' preferences for their children's clothing before launching the collection. Furthermore, the demand for loose-fitting clothing, which is gaining popularity among women for different occasions, is expected to create attractive opportunities for the denim jeans market. Additionally, the increasing number of working-class individuals and the adoption of business casual dress codes in workplaces are expected to drive the demand for denim jeans.

Continuous product innovations in the market, as well as improvements in living standards, are expected to further drive demand for denim jeans. The growing awareness of the availability of a wide variety of jeans, including boot cut, high rise,

cropped, skinny, tapered, and regular fit jeans, is also contributing to the expansion of the market.

The key regions considered for the Global Denim Jeans Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is expected to hold the largest market share in the coming years. This can be attributed to the presence of popular worldwide brands such as Levi Strauss & Co., Wrangler, and VF Corp., who continually innovate fashionable denim collections to cater to evolving consumer preferences, including colored denim trousers. These American clothing brands frequently collaborate with influencers and sports personalities to create inspirational collections of denim jeans for both men and women, which drives more sales. Such initiatives by clothing brands in North America will play a crucial role in attracting consumers and generating higher demand for denim jeans. As a result, the region is likely to continue dominating the global denim jeans market in the coming years.

The Asia Pacific region is expected to experience the fastest growth in the global denim jeans market over the forecast period. This can be attributed to the rapid expansion of multinational companies in countries such as China, Japan, and other Asia Pacific nations. In April 2022, Levi Strauss & Co. announced an aggressive expansion strategy in East and Asia Pacific by refurbishing existing stores and rolling out new in-store services at several locations across the region. The company has also planned to launch more than 100 locations in Thailand in 2022.

Major market player included in this report are:

Levi Strauss & Co.

VF Corp.

The Gap, Inc.

H&M Hennes & Mauritz AB

Kering S.A.

Pepe Jeans S.L.

PVH Corp.

Bestseller A/S

U.S. Polo Assn.

Recent Developments in the Market:

In March 2020, Levi's launched a new denim collection called "Levi's SecondHand" which is made up of used denim jeans. The collection aimed to promote sustainable fashion practices and reduce waste in the fashion industry.

In July 2020, Denim brand Lee partnered with fashion retailer H&M to launch a

sustainable denim collection. The collection featured denim jeans made with recycled cotton and water-saving production techniques.

In October 2020, Denim brand Wrangler announced a partnership with MyFarms, a technology platform that helps farmers improve soil health and reduce greenhouse gas emissions. The partnership aimed to promote sustainable cotton farming practices and improve the environmental footprint of Wrangler's denim production.

In November 2020, fashion retailer Zara launched a new line of denim jeans made with water-saving techniques and eco-friendly materials, including organic cotton and recycled polyester.

In December 2020, Denim brand G-Star RAW announced a partnership with textile technology company Archroma to develop a new line of denim jeans made with environmentally friendly dyeing techniques.

Global Denim Jeans Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Distribution Channel, End-user, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Distribution Channel:

Online

Offline

By End-user:

Men

Women

Children

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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