

# Indian Denim Jeans Market: Trends & Opportunities (2012-2017)

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## Abstracts

The demand of denim jeans from the Asia-Pacific region is dominated by countries like India and China. The western style of dressing has influenced the dressing style in these countries and is expected to continue influencing resulting in increased growth of denim wear in these countries for the coming years. The most preferred brands of the middle class community in the Asian countries are expected to be the high-end designer labels along with mid-priced well established international brands. Constant increase in the prices of cotton is a matter of concern for the manufacturers and marketers in the denim jeans market. The manufacturers in the industry are increasingly shifting focus on developing strategies to deal with these price hikes.

The retail industry in India has been witnessing healthy positive growth for the past few years. The Indian retail industry is highly unorganized; however, it is moving towards organization at a fast pace. The denim jeans market is part of the retail industry of India in the apparels & accessories segment, and is thus gaining growth as a result of developments in the retail industry. The second half of 90's was a period of rapid growth for the denim jeans market in India. Not just the domestic players benefitted from the same, almost all the major international brands paved their ways in the country.

The two giant denim producers; China and United States, have cut down their production of denim, as a result of rising labor and energy costs. This has led to significant growth in export demand for Indian denim market resulting in increase in exports of denim from India. However, the country still faces vast competition in international market along with competition from neighboring countries such as Pakistan, Bangladesh, and Indonesia.

The report analyzes the global market for denim jeans and also discusses some of the

major regional markets. The report presents the key trends, growth drivers and major issues and challenges being faced in the Indian denim and denim jeans market. The report profiles major manufacturers, including Arvind Limited, Aarvee Denims and Exports Ltd., Soma Textiles, Raymond Limited, along with their strategies for growth. It also profiles the major manufacturers of denim jeans including Spykar, Levi's, Wrangler, Diesel and Lee.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL DENIM JEANS MARKET ANALYSIS**

- 2.1. Market Size
- 2.2. Market Share

### **3. INDIAN DENIM JEANS MARKET ANALYSIS**

- 3.1. Market Size
  - 3.1.1. Segment Analysis
- 3.2. Market Share
  - 3.2.1. Segment Analysis
  - 3.2.2. Domestic Consumption & Export Analysis
  - 3.2.3. Product Type Analysis
  - 3.2.3. Regional Analysis
- 3.3. Manufacturer's Analysis
- 3.4. Pricing Analysis

### **4. INDIAN DENIM JEANS MARKET-PEST ANALYSIS**

### **5. INDIAN DENIM JEANS MARKET CHANGES**

- 5.1. Drivers
- 5.2. Challenges

### **6. INDIAN DENIM JEANS MARKET TRENDS**

- 6.1. Growing Online Retail Market in India
- 6.2. Domestic Demand Trends
- 6.3. Age Group and Gender Demand Trends

### **7. COMPETITORS ANALYSIS**

- 7.1. Porter's Five Forces Analysis
- 7.2. Company Profiles
  - 7.2.1. Manufacturers

7.2.2. Marketers

## **8. RECOMMENDATIONS**

## **9. ABOUT US**

## List Of Figures

### LIST OF FIGURES:

- Figure 1: Global Denim Jeans Market Size, By Value, 2006-11 (US\$ Billion)
- Figure 2: Global Denim Market Size Forecast, By Value, 2012-17 (US\$ Billion)
- Figure 3: Global Denim Jeans Market Fabric Production, By Volume, 2006-11 (Billion Meters)
- Figure 4: Global Denim Jeans Market Fabric Production Forecast, By Volume, 2012-17 (Billion Meters)
- Figure 5: Global Denim Jeans Market Share, By Region, By Value, 2011
- Figure 6: Global Denim Jeans Market Share Forecast, By Region, By Value, 2017
- Figure 7: Global Denim Mills, By Region, 2010
- Figure 8: Indian Denim Market Size, By Value, 2006-11 (US\$ Billion)
- Figure 9: Indian Denim Market Size Forecast, By Value, 2012-17 (US\$ Billion)
- Figure 10: Indian Domestic Denim Jeans Market Size, By Value, 2006-11 (US\$ Billion)
- Figure 11: Indian Domestic Denim Jeans Market Size Forecast, By Value, 2012-17 (US\$ Billion)
- Figure 12: Indian Domestic Denim Jeans Market Size, By Volume, 2006-11 (Million Pieces)
- Figure 13: Indian Domestic Denim Jeans Market Size Forecast, By Volume, 2012-17 (Million Pieces)
- Figure 14: Indian Menswear Denim Jeans Market Size, By Value, 2006-11 (US\$ Billion)
- Figure 15: Indian Menswear Denim Jeans Market Size Forecast, By Value, 2012-17 (US\$ Billion)
- Figure 16: Indian Women's Wear Denim Jeans Market Size, By Value, 2006-11 (US\$ Billion)
- Figure 17: Indian Women's Wear Denim Jeans Market Size Forecast, By Value, 2012-17 (US\$ Billion)
- Figure 18: Indian Kids Wear Denim Jeans Market Size, By Value, 2006-11 (US\$ Billion)
- Figure 19: Indian Kids Wear Denim Jeans Market Size Forecast, By Value, 2012-17 (US\$ Billion)
- Figure 20: Indian Denim Jeans Market Share, By Segments, By Value, 2011
- Figure 21: Indian Denim Jeans Market Share Forecast, By Segments, By Value, 2017
- Figure 22: Indian Denim Market Share, Domestic Vs. Exports, By Value, 2011
- Figure 23: India Denim Market Share Forecast, Domestic Vs. Exports, By Value, 2017
- Figure 24: Indian Denim Market Share, By Product Type, By Value, 2011
- Figure 25: Indian Denim Market Share Forecast, By Product Type, By Value, 2017
- Figure 26: Indian Denim Jeans Market Share, By Region, By Value, 2011

Figure 27: Indian Denim Jeans Market Share Forecast, By Region, By Value, 2017

Figure 28: Indian Denim Market Share, By Manufacturer's, By Volume, 2011

Figure 29: Gross Domestic Product of India (Current), 2005-11 (US\$ Trillion)

Figure 30: Gross Domestic Product per Capita (Current), 2005-11 (US\$)

Figure 31: India Inflation Rate (Consumer Prices), 2005-11 (%)

Figure 32: India Inflation Rate (GDP Deflator), 2005-11 (%)

Figure 33: Population of India, 2005-2011 (Millions)

Figure 34: Middle Class Population and Households in India, 2010 and 2015

Figure 35: Urban Population Growth Rate in India, 2002-10

Figure 36: Indian Online Retail Market Size, By Value, 2007-11 (US\$ Million)

Figure 37: Porter's Five Forces Analysis

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