

The US Denim Market: Size, Trends & Forecasts (2017-2021)

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Abstracts

SCOPE OF THE REPORT

The report entitled "The US Denim Market: Size, Trends & Forecasts (2017-2021)", provides analysis of the US denim market, with detailed analysis of market size in terms of value, volume and segments. Under competitive landscape, denim brands owned by different companies in the US denim market have been compared on the basis of market share.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the denim market in the US has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Levi Strauss & Co., VF Corporation, American Eagle Outfitters, and Gap, Inc. are some of the key players operating in the US denim market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

COMPANY COVERAGE

Levi Strauss & Co.

VF Corporation

American Eagle Outfitters

Gap Inc.

EXECUTIVE SUMMARY

Denim is a fabric that is mainly used in the manufacturing of jeans. It is manufactured using cotton twill. This particular fabric is used worldwide to make other apparels as well such as jackets, shirts, purses, bags, jeans and many other accessories for men and women belonging to all age groups. However, jeans in particular is the garment that has given this fabric an identity.

The US denim market can be divided on the basis of product type, price range and consumer type. On the basis of product type, the market can be divided into regular fit, slim fit and loose fit. On the basis of price range, the market can be segmented into economy, standard, premium and super premium. On the basis of consumer type, the market can be divided into men, women and children.

The US denim market is expected to increase at high growth rates during the forecast period (2017-2021). The US denim market is supported by various factors such as increasing disposable income, increasing prominence of casual wear in corporates and consumer preference switching to denim jeans from yoga pants in recent years.

However, spending in US shifting from apparels to big ticket items, vulnerability to economic conditions and continuously changing consumer preferences are some of the challenges faced by the market. Spike in manufacturing of denims with recycled fabrics, increase in popularity of tailor made customer services and increase in sales of apparels via online platforms are some of the latest trends existing in the market.

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