

# 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.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Denim: An Overview
- 2.2 History of Denim
- 2.3 Denim Manufacturing Process
- 2.4 Type of Denim Fabrics
- 2.5 Denim: Segments Overview

### 3. THE US MARKET ANALYSIS

- 3.1 The US Denim Market: Value Analysis
  - 3.1.1 The US Denim Market by Value
  - 3.1.2 The US Denim Market Value by Consumer Type
  - 3.1.3 The US Women Denim Market by Value
  - 3.1.4 The US Women Denim Market Value by Segments
  - 3.1.5 The US Men Denim Market by Value
  - 3.1.6 The US Men Denim Market Value by Segments
- 3.2 The US Denim Market: Volume Analysis
  - 3.2.1 The US Denim Market by Volume
  - 3.2.2 The US Denim Market Volume by Consumer Type
  - 3.2.3 The US Women Denim Market by Volume
  - 3.2.4 The US Women Denim Market Volume by Segments
  - 3.2.5 The US Men Denim Market by Volume
  - 3.2.6 The US Men Denim Market Volume by Segments

### 4. MARKET DYNAMICS

- 4.1 Growth Drivers
  - 4.1.1 Upsurge in Disposable Income
  - 4.1.2 Casual Wear Gaining Prominence
  - 4.1.3 Switching from Yoga Pants to Denim Jeans
- 4.2 Challenges
  - 4.2.1 US Spending Shifting to Big Ticket Items
  - 4.2.2 Vulnerability to Economic Conditions
  - 4.2.3 Continuously Changing Consumer Preferences

#### 4.3 Market Trends

- 4.3.1 Spike in Manufacturing of Denim Jeans with Recycled Fabrics
- 4.3.2 Increasing Popularity of Tailor Made Customer Services
- 4.3.3 Spike in E-Commerce Sales of Apparels

### **5. COMPETITIVE LANDSCAPE**

#### 5.1 The US Denim Market Players Comparison

- 5.1.1 The US Denim Market Players by Share

### **6. COMPANY PROFILING**

#### 6.1 Levi Strauss & Co.

- 6.1.1 Business Overview
- 6.1.2 Financial Overview
- 6.1.3 Business Strategy

#### 6.2 VF Corporation (Wrangler)

- 6.2.1 Business Overview
- 6.2.2 Financial Overview
- 6.2.3 Business Strategy

#### 6.3 American Eagle Outfitters Inc.

- 6.3.1 Business Overview
- 6.3.2 Financial Overview
- 6.3.3 Business Strategy

#### 6.4 Gap Inc.

- 6.4.1 Business Overview
- 6.4.2 Financial Overview
- 6.4.3 Business Strategy

## Figures & Tables

### LIST OF FIGURES AND TABLES

- Figure 1: Flowchart of Denim Manufacturing Process
- Figure 2: Denim: Segments Overview
- Figure 3: The US Denim Market by Value; 2012-2016 (US\$ Billion)
- Figure 4: The US Denim Market by Value; 2017-2021 (US\$ Billion)
- Figure 5: The US Denim Market Value by Consumer Type; 2016 (Percentage,%)
- Figure 6: The US Women Denim Market by Value; 2012-2016 (US\$ Billion)
- Figure 7: The US Women Denim Market by Value; 2017-2021 (US\$ Billion)
- Figure 8: The US Women Denim Market Value by Segments; 2016 (Percentage,%)
- Figure 9: The US Men Denim Market by Value; 2012-2016 (US\$ Billion)
- Figure 10: The US Men Denim Market by Value; 2017-2021 (US\$ Billion)
- Figure 11: The US Men Denim Market Value by Segments; 2016 (Percentage,%)
- Figure 12: The US Denim Market by Volume; 2012-2016(Million Units)
- Figure 13: The US Denim Market by Volume; 2017-2021(Million Units)
- Figure 14: The US Denim Market Volume by Consumer Type; 2016 (Percentage,%)
- Figure 15: The US Women Denim Market by Volume; 2012-2016 (Million Units)
- Figure 16: The US Women Denim Market by Volume; 2017-2021 (Million Units)
- Figure 17: The US Women Denim Market Volume by Segments; 2016 (Percentage,%)
- Figure 18: The US Men Denim Market by Volume; 2012-2016 (Million Units)
- Figure 19: The US Men Denim Market by Volume; 2017-2021 (Million Units)
- Figure 20: The US Men Denim Market Volume by Segments; 2016 (Percentage,%)
- Figure 21: The US GNI Per Capita; 2012-2016 (US\$)
- Figure 22: Apparel as % of total retail sales in the US; 2012-2016 (Percentage,%)
- Figure 23: Building Material as % of total retail sales in the US; 2012-2016 (Percentage,%)
- Figure 24: The US Online Apparel and Accessories Revenues; 2016-2020 (US\$ Billion)
- Figure 25: The US Denim Market Players by Share; 2012-2015(Percentage,%)
- Figure 26: Levi Strauss Net Revenue; 2012-2016 (US\$ Billion)
- Figure 27: Levi Strauss Revenue by Product Brand; 2016(Percentage,%)
- Figure 28: Levi Strauss Revenue by Region; 2016 (Percentage,%)
- Figure 29: VF Corporation Revenues; 2012-2016 (US\$ Billion)
- Figure 30: VF Corporation Revenue by Segments; 2016 (Percentage,%)
- Figure 31: American Eagle Outfitters Revenues ; 2013-2017 (US\$ Billion)
- Figure 32: American Eagle Outfitters Revenue by Segments; 2017(Percentage,%)
- Figure 33: Gap Inc. Net Sales; 2012-2016 (US\$ Billion)
- Figure 34: Gap Inc. Revenue by Segments; 2016 (Percentage,%)

Table 1: Steps in Denim Manufacturing Process

Table 2: Type of Denim Fabrics

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