

Jeans in Spain

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Abstracts

Jeans fared better than many other categories within apparel and footwear in 2023. Such products tend to be viewed as an essential part of Spanish wardrobes, being worn by men, women and children throughout the year. The casualisation of workwear also boosted demand for jeans, although this was partially counteracted by the athleisure trend, as more local consumers chose to wear tracksuit bottoms (men) and leggings/yoga pants (women), when working from home. However, jeans were available in an i...

Euromonitor International's Jeans in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 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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Jeans benefits from its status as wardrobe staple, but trading down is unavoidable in 2023

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Levi's leads fragmented market

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