

# Jeans in Thailand

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## Abstracts

Levi's remains the leading brand in jeans in 2023, with it continuing to see high double-digit growth in current value terms. Levi's Thailand in its efforts to build a stronger footing in the market has not only innovated in its products, but also in its retail experiences. For instance in 2023, Levi's Thailand introduced its "Levi's 501 Experience" marketing activity to celebrate its 150th anniversary for its flagship 501 collection. As part of this campaign Levi's tailor shop and craft creator...

Euromonitor International's Jeans in Thailand 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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