

# Jeans in Austria

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## Abstracts

Men's jeans and women's jeans are projected to see retail volume sales decline across price segments over 2023. In Austria, the purchase of new jeans was not a priority at the end of the review period, with many consumers already owing one or more pairs. Importantly, consumers were more inclined to use and reuse their jeans instead of buying new ones. Moreover, the strong 2022 rebound in demand from the Coronavirus (COVID-19) slump in 2020 meant many consumers had replenished their jeans stocks...

Euromonitor International's Jeans in Austria 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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