

Jeans in China

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Abstracts

Thanks to the end of the zero-COVID policy and the resurgence of retro fashion, jeans is set to experience significant high single-digit current value growth in 2023. The popularity of the retro trend has not only favoured denim jeans, but has also extended to denim shirts, jackets, and patchwork denim. Amongst denim products, bell-bottom jeans, which exude a strong vintage vibe, have become the hottest commodity. While environmental concerns still linger, they have considerably weakened. With a...

Euromonitor International's Jeans in China 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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