

# Jeans in India

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## Abstracts

Arvind Lifestyle Brands Ltd, which is the licensing partner for major brands such as Gap and Calvin Klein in India, introduced technological innovations in its manufacturing processes to reduce water consumption while producing denim jeans. The company reduced water consumption by around 80% and plans to move to waterless manufacturing processes for jeans. Another brand Numero Uno launched “one glass water denims” to demonstrate its responsibility towards the environment. It claims to be using a...

Euromonitor International's Jeans in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019 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 2024 illustrate how the market is set to change.

**Product coverage:** Outerwear.

**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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