

# Jeans in Japan

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## Abstracts

Jeans experienced a significant drop in sales in 2020, followed by a year of stagnation in 2021 as COVID-19 prevailed in the country in these two years. Home seclusion, or “sugomori” in Japanese, was a hot term at this time. As society began to open up from 2022, jeans returned to growth. Consumers also got used to the situation, learning the risks of COVID-19 and how to control them through vaccination shots, for instance; many companies and educational institutions also shifted back to offline.

Euromonitor International's Jeans in Japan 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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