

Jeans in Ukraine

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Abstracts

While remaining an extremely popular and versatile type of apparel in Ukraine, sales of jeans fell sharply in 2020. The category was negatively impacted as uncertainty about the future, fewer social activities and the closure of physical stores led many Ukrainians to delay purchases of jeans. As restrictions eased later in the year, consumers returned to purchasing jeans; at that point, however, the focus was more on discounts and economy jeans. Manufacturers offered widespread price cuts in a b...

Euromonitor International's Jeans in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020 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 2025 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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