

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.

Contents

KEY DATA FINDINGS

2020 IMPACT

Sales of jeans hit by store closures, less socialising and uncertainty over the future in 2020

Consumers prioritise economy and classic jeans in 2020

Unbranded products dominate jeans as fast fashion brands hold steady in 2020

RECOVERY AND OPPORTUNITIES

Growth set to return as jeans retain wide appeal

Branded jeans set to erode share of unbranded and imitation varieties over the longer term

Growth for e-commerce as international players extend reach beyond larger cities

CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2015-2020

Table 2 Sales of Jeans by Category: Value 2015-2020

Table 3 Sales of Jeans by Category: % Volume Growth 2015-2020

Table 4 Sales of Jeans by Category: % Value Growth 2015-2020

Table 5 Sales of Men's Jeans by Category: Volume 2015-2020

Table 6 Sales of Men's Jeans by Category: Value 2015-2020

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2015-2020

Table 8 Sales of Men's Jeans by Category: % Value Growth 2015-2020

Table 9 Sales of Women's Jeans by Category: Volume 2015-2020

Table 10 Sales of Women's Jeans by Category: Value 2015-2020

Table 11 Sales of Women's Jeans by Category: % Volume Growth 2015-2020

Table 12 Sales of Women's Jeans by Category: % Value Growth 2015-2020

Table 13 NBO Company Shares of Jeans: % Value 2016-2020

Table 14 LBN Brand Shares of Jeans: % Value 2017-2020

Table 15 Forecast Sales of Jeans by Category: Volume 2020-2025

Table 16 Forecast Sales of Jeans by Category: Value 2020-2025

Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2020-2025

Table 18 Forecast Sales of Jeans by Category: % Value Growth 2020-2025

Table 19 Forecast Sales of Men's Jeans by Category: Volume 2020-2025

Table 20 Forecast Sales of Men's Jeans by Category: Value 2020-2025

Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2020-2025

Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2020-2025

Table 23 Forecast Sales of Women's Jeans by Category: Volume 2020-2025

Table 24 Forecast Sales of Women's Jeans by Category: Value 2020-2025

Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2020-2025

Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2020-2025**EXECUTIVE SUMMARY**

COVID-19 impact on apparel and footwear

COVID-19 country impact

Company response

Retailing shift

What next for apparel and footwear?

MARKET DATA

Table 27 Sales of Apparel and Footwear by Category: Volume 2015-2020

Table 28 Sales of Apparel and Footwear by Category: Value 2015-2020

Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2015-2020

Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2015-2020

Table 31 NBO Company Shares of Apparel and Footwear: % Value 2016-2020

Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2017-2020

Table 33 Distribution of Apparel and Footwear by Format: % Value 2015-2020

Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2020

Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2020-2025

Table 36 Forecast Sales of Apparel and Footwear by Category: Value 2020-2025

Table 37 Forecast Sales of Apparel and Footwear by Category: % Volume Growth
2020-2025Table 38 Forecast Sales of Apparel and Footwear by Category: % Value Growth
2020-2025**GLOBAL MACROECONOMIC ENVIRONMENT****GLOBAL INDUSTRY ENVIRONMENT****FACE MASKS**Summary 1 Fashion Face Masks Usage, Pricing and Market Sizes in Eastern Europe –
2020**DISCLAIMER****SOURCES**

Summary 2 Research Sources

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