

Jeans in Venezuela

<https://marketpublishers.com/r/JBB26D0BA7FEN.html>

Date: February 2018

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: JBB26D0BA7FEN

Abstracts

Jeans are considered a staple apparel item for all Venezuelans, no matter the gender, age, style preference and socioeconomic stratum. Jeans are also the apparel of choice for many occasions because most of the population prefers a casual look even in the working place. Consumers wear jeans when studying, shopping and working but also when going to the cinema, meeting friends or visiting a restaurant. Moreover, Venezuelans consider that jeans can be combined to produce different looks and styles...

Euromonitor International's Jeans in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017 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 2022 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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