

# Women's Jeans in the Netherlands

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## Abstracts

Jeans was one of the worst performing categories in women's clothing in the Netherlands in 2010. Industry associations state that this was a factor in the market from 2009 onwards, with retailers stating that women are moving in favour of wearing skirts and dresses over jeans. In particular, denim skirts are growing in popularity.

Euromonitor International's Women's Jeans in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010 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 2015 illustrate how the market is set to change.

**Product coverage:** Men's Jackets and Coats, Men's Jumpers, Men's Shirts, Men's Shorts and Trousers, Men's Suits, Men's Tops, Other Men's Outerwear, Other Women's Outerwear, Women's Dresses, Women's Jackets and Coats, Women's Jumpers, Women's Leggings, Women's Shirts and Blouses, Women's Shorts and Trousers, Women's Skirts, Women's Suits, Women's Tops.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Women's 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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