

# Women's Jeans in Taiwan

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## Abstracts

Women's jeans accounted for 9% of women's outerwear value sales in 2010. Women's jeans recovered from a slight decline in value sales throughout 2009, down almost 1%, to post current value growth of just under 2% in 2010. Overall, female consumers own more pairs of jeans than men and tend to be less concerned with brands and are more trend and price conscious than male consumers. Apart from regular jeans, studded jeans and skinny jeans worn with high boots were very popular in 2010.

Euromonitor International's Women's Jeans in Taiwan 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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