

# 2018-2023 Global Denim Jeans Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Denim Jeans market for 2018-2023.

Denim jeans are trousers typically made from denim fabric. They are now a very popular article of casual dress around the world. They come in many styles and colors. However, denim blue jeans are particularly identified with US culture, especially the United States Old West. As well, although denim jeans are mostly known as a fashion garment in the 2010s, they are still worn as protective garments by some individuals, such as cattle ranch workers and motorcycle riders, due to their high durability as compared to other common fabrics.

Since the post war era, the denim jeans became popular among young people. Denim jeans are a cornerstone of the American wardrobe and an important cotton product (accounting for almost one-fifth of all cotton clothing at retail). Almost all U.S. consumers own denim jeans and most of them say their closets are full of denim and they enjoy wearing it regularly.

Denim jeans are purchased for durability, longevity, and versatility because consumers find greater value in a product they know will last longer and fit better; therefore price is not the main factor in the denim jeans purchase decision, unlike other clothing. This positioning ensures that denim jeans will continue to have a place on store shelves and in consumers' closets. And the brands that consumers' favorite are Levi's, Lee, Wrangler, Gap Inc., Old Navy, and so on.

Over the next five years, LPI(LP Information) projects that Denim Jeans will register a 0.8% CAGR in terms of revenue, reach US\$ 60200 million by 2023, from US\$ 57400 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Denim Jeans market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Regular Fit

Slim Fit

Loose Fit

Segmentation by application:

Women

Men

Children

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

PVH Corporation

Inditex

H&M

Replay

Mango

Frame

Citizen of Humanity

Denham

Pull&Bear

TopShop

VF Corp.

AG Jeans

American Apparel

American Eagle Outfitters

Uniqlo

Parasuco

Calvin Klein

True Religion

Diesel S.p.A.

DL1961 Premium Denim

Dolce & Gabbana Srl

Paper Denim & Cloth

Edwin

Esprit Holdings Ltd

Fidelity Denim

Gap

Goldsign Jeans

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Denim Jeans consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Denim Jeans market by identifying its various subsegments.

Focuses on the key global Denim Jeans manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Denim Jeans with respect to individual growth trends, future

prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Denim Jeans submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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