

# Denim Jeans Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By End User (Men, Women, Children), By Distribution Channel (Offline, Online), By Region & Competition, 2019-2029F

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# **Abstracts**

The Global Denim Jeans Market was valued at USD 76.89 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 5.9% through 2029. The global denim jeans market remains a cornerstone of the fashion industry, exhibiting resilience and adaptability. Denim jeans, renowned for their timeless appeal and versatility, have continued to captivate consumers worldwide. With an ever-evolving fashion landscape, the denim market has seen remarkable innovations and trends in recent years.

One notable trend is the increasing emphasis on sustainability and eco-friendliness. Consumers are now demanding jeans made from organic and recycled materials, driving manufacturers to adopt more sustainable production processes. This shift is transforming the market, with various brands launching eco-friendly denim lines and redefining consumer expectations.

Furthermore, the global denim market has seen a considerable rise in e-commerce, transforming the retail landscape. Online platforms have enabled consumers to explore a vast array of denim options, from vintage to designer jeans, with a few clicks. This has sparked intense competition among brands, leading to unique marketing strategies and innovative customer engagement to secure a competitive edge in the digital realm.

In summary, the global denim jeans market remains a dynamic and evolving industry. Sustainability and e-commerce are two significant driving forces shaping its future. As



consumers become increasingly conscious of the environmental impact of their clothing choices and embrace online shopping, the denim industry is adapting to meet these demands and create a more sustainable and digitally immersive shopping experience.

**Key Market Drivers** 

Global Urbanization

The rapid urbanization of emerging economies has had a profound impact on the denim market. As more people move to cities and adopt urban lifestyles, the demand for casual and comfortable clothing, such as denim jeans, has surged. Urban consumers often prioritize practicality and style, making denim a popular choice for daily wear. This demographic shift has led to increased sales and market expansion in regions like Asia, where urbanization rates are particularly high.

Sustainability and Eco-Friendly Practices

Sustainability is a significant driver in the denim jeans market. With increasing environmental consciousness among consumers, brands are under pressure to adopt eco-friendly practices. This includes using organic cotton, reducing water usage in production, and implementing recycling programs. Sustainable denim options are becoming more prevalent, as customers look for ways to reduce their ecological footprint. Brands that prioritize sustainability often enjoy a competitive advantage and greater market share, responding to the growing demand for eco-conscious fashion.

Digital Transformation and E-Commerce

The rise of e-commerce has transformed the way denim jeans are bought and sold. Online platforms have made it easier for consumers to explore a vast array of denim options from different brands, styles, and price points. The convenience and accessibility of e-commerce have led to increased sales in the global denim market. Brands invest in their online presence, engaging customers through social media and online advertising. This digital transformation has not only expanded the market reach but has also led to unique marketing strategies and innovative customer engagement, further driving demand and growth.

Innovations in Fabric Technology



Advances in fabric technology have driven the denim market forward. Manufacturers are continually developing new denim fabrics that offer improved comfort, stretch, durability, and moisture-wicking properties. For instance, the introduction of stretch denim, which combines cotton with elastane, has revolutionized the comfort and fit of jeans. Innovations in dyeing and finishing techniques also allow for a wide range of washes and effects, enabling brands to offer more diverse products. These technological innovations drive consumer interest, as they seek out jeans that provide both style and comfort.

Key Market Challenges

Competition and Market Saturation

The global denim market is highly competitive and saturated with numerous brands and manufacturers. Intense competition has resulted in price wars, making it challenging for smaller and newer players to establish themselves. In addition, with an abundance of denim options available, it can be difficult for consumers to differentiate between brands and their products.

This challenge has led to a focus on branding, innovation, and product differentiation. Brands must invest in unique design, quality, and marketing strategies to stand out in a crowded market. This includes collaborating with celebrities, designers, and influencers to create limited-edition lines, using innovative fabric technologies, and promoting the brand's heritage and story to capture consumer attention.

Changing Consumer Preferences and Fashion Trends

The rapidly changing landscape of consumer preferences and fashion trends is another significant challenge for the denim market. Consumers today demand versatile, comfortable, and fashionable clothing that reflects the latest trends. As consumer tastes and style preferences evolve, manufacturers must stay agile to adapt to these shifts. Brands that fail to keep up with changing trends risk losing market share.

Moreover, the rise of athleisure and casualwear has posed a direct challenge to the denim industry. Comfortable athleisure wear has gained popularity, particularly during the COVID-19 pandemic, and jeans are facing competition from stretchy leggings and activewear. Denim brands are now developing hybrid products that combine the comfort of athleisure with the style of jeans to appeal to this changing consumer landscape.



# **Economic and Supply Chain Disruptions**

The global denim jeans market is susceptible to economic and supply chain disruptions, such as fluctuations in cotton prices, labor shortages, and trade tariffs. These disruptions can affect production costs and supply chain efficiency, leading to price fluctuations and potential profit margins. Additionally, the COVID-19 pandemic exposed vulnerabilities in global supply chains, leading to delays in manufacturing and distribution.

Brands are addressing this challenge by diversifying their supply chains and sourcing from multiple regions, reducing reliance on a single source. Furthermore, the adoption of digital technologies, such as predictive analytics and blockchain, can help optimize supply chain management, reducing risks and disruptions.

## Counterfeiting and Intellectual Property Issues

Counterfeiting is a persistent challenge in the denim jeans market, especially for well-known brands. Counterfeit jeans not only erode market share and brand reputation but also present safety and quality concerns for consumers. Manufacturers need to invest in anti-counterfeiting measures, such as holograms, serial numbers, and secure packaging, to protect their products.

Intellectual property issues, including design and trademark infringements, are also common challenges. Brands must aggressively protect their intellectual property rights through legal actions to maintain their unique designs and branding. This requires significant resources and can be a protracted and costly process.

**Key Market Trends** 

#### Customization and Personalization

A significant trend in the denim market is the increasing demand for customized and personalized jeans. Consumers are looking for denim products that reflect their individual style and preferences. Brands are responding to this trend by offering customization options such as made-to-measure jeans, personalized embroidery or patches, and a variety of fit and style choices.

With advancements in technology, brands are also using augmented reality (AR) and virtual reality (VR) to enable customers to visualize how different washes, finishes, and



styles will look on them. Online platforms provide tools that allow customers to design their own jeans or select from a range of customizations. This trend not only enhances the consumer experience but also fosters brand loyalty and higher price points for customized products.

#### Athleisure and Comfort Denim

The rise of athleisure and the desire for comfortable clothing have influenced denim fashion. Brands are responding to this trend by incorporating comfort features into their denim products. Stretch denim, which combines traditional denim fabric with elastane or spandex, has gained significant popularity. It offers a comfortable, flexible fit that aligns with the athleisure movement, making it ideal for active and daily wear.

High-rise, wide-leg, and relaxed-fit jeans are also making a comeback, emphasizing comfort without sacrificing style. Additionally, brands are introducing elastic waistbands, drawstrings, and other comfort-focused features, further blurring the line between traditional denim and athleisure. The hybridization of denim and activewear is appealing to consumers looking for both style and ease in their clothing choices.

## Retro and Vintage Denim

Nostalgia for vintage styles has fueled the resurgence of retro denim. Vintage washes, distressed looks, and classic cuts reminiscent of the 1990s and early 2000s have gained popularity among consumers. Vintage-inspired denim jeans evoke a sense of authenticity and history that resonates with many.

Brands are responding by reissuing classic styles or creating new designs with a vintage aesthetic. These jeans often feature faded washes, worn-in effects, and distinctive details like patchwork, wide cuffs, and high waists. Vintage denim is popular not only for its style but also for its sustainable appeal, as it reuses and repurposes old designs and materials.

Vintage and retro denim is not limited to traditional blue jeans; it extends to a wide range of vintage-inspired clothing items, including denim jackets, overalls, and skirts.

## Digital Transformation and E-Commerce Dominance

The rapid growth of e-commerce has transformed the way denim jeans are bought and sold. Online platforms have become primary sales channels for many denim brands.



Consumers can explore a vast array of denim options from different brands, styles, and price points with the convenience of a few clicks. The COVID-19 pandemic accelerated this trend as brick-and-mortar stores faced restrictions and lockdowns.

Brands are investing heavily in their online presence, using digital marketing, social media, and virtual try-on experiences to engage customers. The online shopping experience is continually evolving, with brands providing detailed size guides, reviews, and interactive features that help customers make informed decisions. Digital transformation has reshaped the denim market, allowing brands to reach a global audience and adapt quickly to changing consumer behaviors.

Segmental Insights

**End User Insights** 

The global denim jeans market has witnessed a remarkable surge in demand from the men's segment in recent years, signaling a significant shift in consumer preferences. Men have increasingly embraced denim as a versatile and stylish choice for their everyday wardrobes. Several factors contribute to this rising demand.

Firstly, the evolution of men's fashion has played a pivotal role. The traditional perception of men's fashions as rigid and limited has given way to more inclusive and diverse styles. Men now seek clothing that provides comfort, durability, and a sense of individuality. Denim jeans meet these criteria, offering a wide range of fits, washes, and finishes that cater to various preferences. Moreover, the popularity of casual work attire and the broader acceptance of denim in professional settings have further boosted demand among men. The versatility of denim allows it to transition seamlessly from work to social events.

This increased demand from the men's segment is reshaping the global denim jeans market. Brands are responding by expanding their men's denim collections, introducing innovative designs, and marketing their products to cater to the evolving preferences of male consumers. As the men's segment continues to grow, the denim industry can anticipate a promising future marked by further diversification and innovation in men's denim fashion.

Regional Insights

North America has witnessed a notable uptick in demand within the global denim jeans



market, marking a resurgence in the region's affinity for this timeless garment. Several factors contribute to the rising demand for denim jeans in North America.

Firstly, the revival of the 'casual chic' fashion trend, amplified by the changing work culture and the rise of remote work, has driven North American consumers to gravitate toward denim as their go-to choose for comfortable yet stylish attire. Denim jeans offer a versatile and adaptable wardrobe option that seamlessly transitions from work to leisure, aligning perfectly with the region's evolving fashion preferences. As a result, denim is now considered a staple for both professional and everyday wear, boosting its demand.

Moreover, the enduring appeal of vintage and sustainable fashion has resonated with North American consumers, leading to increased interest in eco-friendly and ethically produced denim. As consumers in the region place a strong emphasis on sustainability, denim brands are responding by adopting eco-friendly practices and offering sustainable denim lines, aligning their products with the values of the conscious North American market. This demand from North America, coupled with the resurgence of denim as a versatile and eco-conscious choice, is transforming the global denim jeans market and pushing brands to innovate and adapt to evolving consumer preferences.

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	Levi Strauss & Co.
	VF Corporation
	Gap, Inc.
	H&M Hennes & Mauritz AB
	Kering
	Pepe Jeans S.L.
	PVH Corp.

Bestseller A/S

USPA Global Licensing, Inc.

Key Market Players



Kontoor Brands, Inc.

Report Scope:

In this report, the Global Denim Jeans Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Denim Jeans Market, By End User:

Men

Women

Children

Denim Jeans Market, By Distribution Channel:

Offline

Children

Denim Jeans Market, By Distribution Channel:

Offline

Online

Denim Jeans Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany



Spain
Italy
United Kingdom
Asia-Pacific
China
Japan
India
Vietnam
South Korea
Middle East & Africa
South Africa
Saudi Arabia
UAE
Turkey
Kuwait
Egypt
South America
Brazil
Argentina
Colombia



# Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Denim Jeans Market.

## Available Customizations:

Global Denim Jeans Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

# Company Information

Detailed analysis and profiling of additional market players (up to five).



# **Contents**

#### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

#### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

## 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

#### 4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Sources of Information

# 5. GLOBAL DENIM JEANS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By End User Market Share Analysis (Men, Women, Children)
  - 5.2.2. By Distribution Channel Market Share Analysis (Offline, Online)



- 5.2.3. By Regional Market Share Analysis
  - 5.2.3.1. North America Market Share Analysis
  - 5.2.3.2. Europe Market Share Analysis
  - 5.2.3.3. Asia-Pacific Market Share Analysis
  - 5.2.3.4. Middle East & Africa Market Share Analysis
  - 5.2.3.5. South America Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2023)
- 5.3. Global Denim Jeans Market Mapping & Opportunity Assessment
  - 5.3.1. By End User Market Mapping & Opportunity Assessment
  - 5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.3. By Regional Market Mapping & Opportunity Assessment

#### 6. NORTH AMERICA DENIM JEANS MARKET OUTLOOK

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By End User Market Share Analysis
  - 6.2.2. By Distribution Channel Market Share Analysis
  - 6.2.3. By Country Market Share Analysis
    - 6.2.3.1. United States Denim Jeans Market Outlook
      - 6.2.3.1.1. Market Size & Forecast
        - 6.2.3.1.1.1. By Value
      - 6.2.3.1.2. Market Share & Forecast
        - 6.2.3.1.2.1. By End User Market Share Analysis
        - 6.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 6.2.3.2. Canada Denim Jeans Market Outlook
      - 6.2.3.2.1. Market Size & Forecast
        - 6.2.3.2.1.1. By Value
      - 6.2.3.2.2. Market Share & Forecast
        - 6.2.3.2.2.1. By End User Market Share Analysis
        - 6.2.3.2.2.2. By Distribution Channel Market Share Analysis
    - 6.2.3.3. Mexico Denim Jeans Market Outlook
      - 6.2.3.3.1. Market Size & Forecast
        - 6.2.3.3.1.1. By Value
      - 6.2.3.3.2. Market Share & Forecast
        - 6.2.3.3.2.1. By End User Market Share Analysis
        - 6.2.3.3.2.2. By Distribution Channel Market Share Analysis



#### 7. EUROPE DENIM JEANS MARKET OUTLOOK

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By End User Market Share Analysis
  - 7.2.2. By Distribution Channel Market Share Analysis
  - 7.2.3. By Country Market Share Analysis
    - 7.2.3.1. France Denim Jeans Market Outlook
      - 7.2.3.1.1. Market Size & Forecast
      - 7.2.3.1.1.1. By Value
      - 7.2.3.1.2. Market Share & Forecast
        - 7.2.3.1.2.1. By End User Market Share Analysis
      - 7.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 7.2.3.2. Germany Denim Jeans Market Outlook
      - 7.2.3.2.1. Market Size & Forecast
        - 7.2.3.2.1.1. By Value
      - 7.2.3.2.2. Market Share & Forecast
        - 7.2.3.2.2.1. By End User Market Share Analysis
        - 7.2.3.2.2. By Distribution Channel Market Share Analysis
    - 7.2.3.3. Spain Denim Jeans Market Outlook
      - 7.2.3.3.1. Market Size & Forecast
        - 7.2.3.3.1.1. By Value
      - 7.2.3.3.2. Market Share & Forecast
      - 7.2.3.3.2.1. By End User Market Share Analysis
      - 7.2.3.3.2.2. By Distribution Channel Market Share Analysis
    - 7.2.3.4. Italy Denim Jeans Market Outlook
      - 7.2.3.4.1. Market Size & Forecast
      - 7.2.3.4.1.1. By Value
      - 7.2.3.4.2. Market Share & Forecast
      - 7.2.3.4.2.1. By End User Market Share Analysis
      - 7.2.3.4.2.2. By Distribution Channel Market Share Analysis
    - 7.2.3.5. United Kingdom Denim Jeans Market Outlook
      - 7.2.3.5.1. Market Size & Forecast
        - 7.2.3.5.1.1. By Value
      - 7.2.3.5.2. Market Share & Forecast
        - 7.2.3.5.2.1. By End User Market Share Analysis
        - 7.2.3.5.2.2. By Distribution Channel Market Share Analysis



## 8. ASIA-PACIFIC DENIM JEANS MARKET OUTLOOK

Q	1	N/I:	arket	Size	Я.	Forecast
u.		171	ainci	OILE	CX.	i Uiccasi

- 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By End User Market Share Analysis
  - 8.2.2. By Distribution Channel Market Share Analysis
  - 8.2.3. By Country Market Share Analysis
    - 8.2.3.1. China Denim Jeans Market Outlook
      - 8.2.3.1.1. Market Size & Forecast
        - 8.2.3.1.1.1. By Value
      - 8.2.3.1.2. Market Share & Forecast
        - 8.2.3.1.2.1. By End User Market Share Analysis
        - 8.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 8.2.3.2. Japan Denim Jeans Market Outlook
      - 8.2.3.2.1. Market Size & Forecast
        - 8.2.3.2.1.1. By Value
      - 8.2.3.2.2. Market Share & Forecast
        - 8.2.3.2.2.1. By End User Market Share Analysis
        - 8.2.3.2.2.2. By Distribution Channel Market Share Analysis
    - 8.2.3.3. India Denim Jeans Market Outlook
      - 8.2.3.3.1. Market Size & Forecast
        - 8.2.3.3.1.1. By Value
      - 8.2.3.3.2. Market Share & Forecast
        - 8.2.3.3.2.1. By End User Market Share Analysis
        - 8.2.3.3.2.2. By Distribution Channel Market Share Analysis
    - 8.2.3.4. Vietnam Denim Jeans Market Outlook
      - 8.2.3.4.1. Market Size & Forecast
        - 8.2.3.4.1.1. By Value
    - 8.2.3.4.2. Market Share & Forecast
      - 8.2.3.4.2.1. By End User Market Share Analysis
      - 8.2.3.4.2.2. By Distribution Channel Market Share Analysis
    - 8.2.3.5. South Korea Denim Jeans Market Outlook
      - 8.2.3.5.1. Market Size & Forecast
        - 8.2.3.5.1.1. By Value
      - 8.2.3.5.2. Market Share & Forecast
        - 8.2.3.5.2.1. By End User Market Share Analysis
        - 8.2.3.5.2.2. By Distribution Channel Market Share Analysis



#### 9. MIDDLE EAST & AFRICA DENIM JEANS MARKET OUTLOOK

<ol><li>9.1. Market Size &amp; Forecas</li></ol>	.1. [	Market	Size	& I	Forecas	t
--	-------	--------	------	-----	---------	---

- 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By End User Market Share Analysis
  - 9.2.2. By Distribution Channel Market Share Analysis
  - 9.2.3. By Country Market Share Analysis
    - 9.2.3.1. South Africa Denim Jeans Market Outlook
      - 9.2.3.1.1. Market Size & Forecast
      - 9.2.3.1.1.1. By Value
    - 9.2.3.1.2. Market Share & Forecast
      - 9.2.3.1.2.1. By End User Market Share Analysis
    - 9.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.2. Saudi Arabia Denim Jeans Market Outlook
      - 9.2.3.2.1. Market Size & Forecast
        - 9.2.3.2.1.1. By Value
      - 9.2.3.2.2. Market Share & Forecast
      - 9.2.3.2.2.1. By End User Market Share Analysis
      - 9.2.3.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.3. UAE Denim Jeans Market Outlook
      - 9.2.3.3.1. Market Size & Forecast
        - 9.2.3.3.1.1. By Value
      - 9.2.3.3.2. Market Share & Forecast
        - 9.2.3.3.2.1. By End User Market Share Analysis
        - 9.2.3.3.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.4. Turkey Denim Jeans Market Outlook
      - 9.2.3.4.1. Market Size & Forecast
        - 9.2.3.4.1.1. By Value
      - 9.2.3.4.2. Market Share & Forecast
        - 9.2.3.4.2.1. By End User Market Share Analysis
        - 9.2.3.4.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.5. Kuwait Denim Jeans Market Outlook
      - 9.2.3.5.1. Market Size & Forecast
        - 9.2.3.5.1.1. By Value
      - 9.2.3.5.2. Market Share & Forecast
        - 9.2.3.5.2.1. By End User Market Share Analysis
      - 9.2.3.5.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.6. Egypt Denim Jeans Market Outlook



9.2.3.6.1. Market Size & Forecast

9.2.3.6.1.1. By Value

9.2.3.6.2. Market Share & Forecast

9.2.3.6.2.1. By End User Market Share Analysis

9.2.3.6.2.2. By Distribution Channel Market Share Analysis

#### 10. SOUTH AMERICA DENIM JEANS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By End User Market Share Analysis

10.2.2. By Distribution Channel Market Share Analysis

10.2.3. By Country Market Share Analysis

10.2.3.1. Brazil Denim Jeans Market Outlook

10.2.3.1.1. Market Size & Forecast

10.2.3.1.1.1. By Value

10.2.3.1.2. Market Share & Forecast

10.2.3.1.2.1. By End User Market Share Analysis

10.2.3.1.2.2. By Distribution Channel Market Share Analysis

10.2.3.2. Argentina Denim Jeans Market Outlook

10.2.3.2.1. Market Size & Forecast

10.2.3.2.1.1. By Value

10.2.3.2.2. Market Share & Forecast

10.2.3.2.2.1. By End User Market Share Analysis

10.2.3.2.2.2. By Distribution Channel Market Share Analysis

10.2.3.3. Colombia Denim Jeans Market Outlook

10.2.3.3.1. Market Size & Forecast

10.2.3.3.1.1. By Value

10.2.3.3.2. Market Share & Forecast

10.2.3.3.2.1. By End User Market Share Analysis

10.2.3.3.2.2. By Distribution Channel Market Share Analysis

#### 11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

### 12. IMPACT OF COVID-19 ON GLOBAL DENIM JEANS MARKET



- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Countries Impacted

#### 13. MARKET TRENDS & DEVELOPMENTS

#### 14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles
  - 14.1.1. Levi Strauss & Co.
    - 14.1.1.1. Company Details
    - 14.1.1.2. Products
    - 14.1.1.3. Financials (As Per Availability)
    - 14.1.1.4. Key Market Focus & Geographical Presence
    - 14.1.1.5. Recent Developments
    - 14.1.1.6. Key Management Personnel
  - 14.1.2. VF Corporation
  - 14.1.2.1. Company Details
  - 14.1.2.2. Products
  - 14.1.2.3. Financials (As Per Availability)
  - 14.1.2.4. Key Market Focus & Geographical Presence
  - 14.1.2.5. Recent Developments
  - 14.1.2.6. Key Management Personnel
  - 14.1.3. Gap, Inc.
  - 14.1.3.1. Company Details
  - 14.1.3.2. Products
  - 14.1.3.3. Financials (As Per Availability)
  - 14.1.3.4. Key Market Focus & Geographical Presence
  - 14.1.3.5. Recent Developments
  - 14.1.3.6. Key Management Personnel
  - 14.1.4. H&M Hennes & Mauritz AB
    - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel



- 14.1.5. Kering
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. Pepe Jeans S.L.
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. PVH Corp.
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Bestseller A/S
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. USPA Global Licensing, Inc.
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
- 14.1.9.4. Key Market Focus & Geographical Presence
- 14.1.9.5. Recent Developments
- 14.1.9.6. Key Management Personnel
- 14.1.10. Kontoor Brands, Inc.
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
- 14.1.10.3. Financials (As Per Availability)



- 14.1.10.4. Key Market Focus & Geographical Presence
- 14.1.10.5. Recent Developments
- 14.1.10.6. Key Management Personnel

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- 15.2. Target By End User
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