

# State of the US Denim Jeans Market



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Date:	July 1, 2007
Pages:	21
Price:	US\$ 950.00
ID:	SE0B5ABE71DEN

The denim market's double-digit growth is gradually declining, largely due to saturation of sales channels, lack of innovation and a decline in the women's segment. Retailers are also concerned about their inventory levels but confidence amongst manufacturers has yet not diminished.

The report focuses on the US denim jeans market – value, growth rate, and segments. It discusses the key trends prevalent in the market like brand loyalty, rising imports from China, demographic behavior and the state of premium brands.

The report provides comprehensive analysis of the men's and women's segment of the market. It also profiles the major brands, including their recent significant developments.

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The denim market is going through a bad phase with saturated sales channels, largely due to an abundance of brands and overproduction that the target consumer base has not been able to consume.

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Significant Developments

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Wrangler is owned by VF Corporation, a leading designer, manufacturer, marketer, and distributor of branded apparel and related products.

Overview

Significant Developments

##### 4.3 Lee

Established in 1889, Lee is owned by VF Corporation. In domestic markets, Lee products are sold through department stores, mid-tier stores and specialty stores.

Overview

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Overview

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