

# US Denim Jeans Market Report: 2008 Edition

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## Abstracts

The denim jeans industry is the most fragmented out of total apparel industry. The extension of premium denim brands onto kids' racks is part of the larger trend of luxury marketing pervading nearly every corner of the consumer marketplace. Colored Jeans is the most recent trend whereas white denim has become an evergreen color. Nowadays teens have become more specific for their shopping. Kohl, Wal-Mart, American eagle are few stores who understand teens demand trends.

Denim jeans has almost become a necessity in the present scenario. By age, jeans wear sales have increased significantly in the 13-17 and 25-34 age groups. By volume men's/boy's jeans shipment market is almost double than women's/girl's jeans shipments in US. In 2007 the market has declined as compared to 2006 and it is expected to decline further. Kohl's and Wal-Mart are the most famous places to shop for jeans. Evolution of Right Fit System is the new mantra in denim jeans industry.

The report analyzes the denim jeans industry in the US. It sheds light on major market segments such as women's, men's and kids' denim jeans market. It also studies the import/export pattern in the US and segment wise import market. The report also analyses recent industry trends and competitive scenario of the market.

## Contents

### **1. INDUSTRY OVERVIEW**

### **2. INDUSTRY PERFORMANCE**

#### 2.1 Market Size

- Market Value

- Shipment Statistics

- Market Segments

#### 2.2 U.S. Imports of Denim Jeans

- Men's Jeans Imports

- Women's Jeans Imports

- Export of Denim Jeans from Japan

### **3. MARKET TRENDS**

#### 3.1 Evolution of Right Fit System

#### 3.2 Increasing Trend of Premium Denim Jeans

#### 3.3 Online Shopping Trends

#### 3.4 Trend of Wide Legged and Skinny Jeans

#### 3.5 Colored Jeans Making a Comeback

#### 3.6 White Denim Jeans - Favorite in All Seasons

### **4. COMPETITIVE LANDSCAPE**

Market Share – Top Brands

Market Share by Price Point

### **5. COMPANY PROFILES**

#### 5.1 Levi Strauss & Co.

- Overview

- Significant Developments

- Media Agency Arrangements

- Focus on Premium Segment

#### 5.2 Lee

- Overview

Significant Developments

Focus on Perfect Fit

Agreement with Cotton USA

### 5.3 Wrangler

Overview

Significant Developments

### 5.4 GAP Inc.

Overview

Business Strategies

Store Remodeling and Reconfiguring Activities

Targeting Older Customers

Closing Unproductive Stores

## **APPENDIX**

Japanese Denim Industry

Russian Denim Industry

EU Denim Industry

## List Of Tables

### LIST OF TABLES

Top Stores in US for Jeans Shopping (2006-07)  
Imports of Men's and Women's Jeans in US (Q108)  
US Men's Jeans Imports by Countries (2007)  
Factors Impacting Consumer Preferences (2007)  
Top Five Factors for Premium Denim (2007)  
Market Share of Major Brands by Price Point (2007)  
Consumption of Jeans in EU by Volume (2002-06)  
Average EU Import Prices of Denim Jeans (2004-06)  
Exports of Denim from Japan to US (2000-07)

## List Of Charts

### LIST OF CHARTS

Jeans Share of Total Apparel Expenditure by Region (2007)

Volume of Jeans Shipments in US by Segments (2006-07)

Value of Jeans Shipments in US by Segments (2006-07)

US Women's Jeans Sales by Age Group (2006-07)

Comparison of Women's Jeans and Sportswear Market by Value (2006-07)

Comparison of Women's Jeans and Sportswear Market by Volume (2006-07)

Share of Top Jeans Stores for Teens (2007)

US Women's Jeans Shopping through Internet (2006-07)

Use of Internet to Browse Apparel in US (2001-06)

Market Share of Top Brands in Jeans Wear (2006-07)

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