

US Denim Jeans Market Report: 2008 Edition

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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.

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