+44 20 8123 2220
info@marketpublishers.com

US Denim Jeans Market Report: 2014 Edition

https://marketpublishers.com/r/UADF8F8FB55EN.html
Date: February 2014
Pages: 56
Price: US$ 800.00 (Single User License)
ID: UADF8F8FB55EN

Abstracts

The US apparel industry is large, mature, and highly fragmented. This industry has stretched the boundaries of its creativity and imagination to find new ways to increase selling opportunities and achieve competitive edge globally. The global economic downturn has had a severe effect over the apparel industry, but the denim market has regained its pace relatively faster as compared to other apparel segments.

Denim jeans have become a necessity and wardrobe staple as it offers comfort and a longer life span compared to other types of apparel. Jeans can be worn on different kinds of social and even official occasions. Over the years, denim has revealed its capability to overcome age and gender barriers. In the US, denim is the most extensively produced and used apparel. The growth of denim category is further fuelled by the growth in premium denim market. The market is projected to grow further in years to come due to economic, social and demographic trends.

The denim jeans market in the US is highly consolidated as famous brands like Levi's, Lee and Wrangler holds a large part of total market share. Levi's (All Brands), Wrangler and Lee are the topmost denim brands for men, while Levi's (All Brands), American Eagle Outfitters and Old Navy are the leading denim brands for women in the US.

This report analyzes the development of the "US Denim Jeans Market", with a focus on its segments including: women's and men's denim jeans market. It also studies the import/export pattern in the US. The major trends, drivers facilitating growth of the US denim jeans market, as well as the issues being faced by the industry are being presented in this report. The four major players in the US denim industry, VF Corporation, Fifth & Pacific Companies, True Religion and Levi's Strauss are being profiled in the report highlighting their key financials and strategies for growth.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant

+44 20 8123 2220
info@marketpublishers.com

findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

+44 20 8123 2220
info@marketpublishers.com

Contents

1. MARKET OVERVIEW

1.1 Overview
1.2 Manufacturing Process
1.3 Types of Jeans
1.4 Apparel Supply Chain

2. MARKET SIZE

2.1 Global Market
  Apparel Market Value
  Per Capita Spend
  Jeans Market Share by Region
2.2 The US Market
  2.2.1 US Apparel Market
    Market Value
    Men's vs Women's Apparel
    Imports by Country
  2.2.2 The US Jeans Market
    Overall Market Value
    Women's Jeans Market
    Market Value
    Market Volume
    Price Trend
    Distribution Channel Share
    Men's Jeans Market
    Market Value
    Market Volume
    Price Trend

3. MARKET DYNAMICS

3.1 Key Trends
  3.1.1 Amount of Money Consumers Spend on Apparel
  3.1.2 Factors Important to Purchase of Jeans
  3.1.3 Denim Jean Ownership Trend
3.2 Growth Drivers

+44 20 8123 2220
info@marketpublishers.com

3.2.1 Economic Development in the US
3.2.2 Rising US Population
3.2.3 The US Household Final Consumption Expenditure
3.2.4 Growing e-commerce Market
3.3 Challenges
3.3.1 Apparel Industry Challenges
3.3.2 Risk of Forgery
3.3.3 Changing Fashion Trends
3.3.4 High Import Tariffs on USA Made Jeans
3.4 Significant Developments
3.4.1 Levi's Launched New Shaping Denim Concept Levi's Revel
3.4.2 The Originals Collection by True Religion

4. COMPETITIVE LANDSCAPE

Competitive Overview
Market Share
Sales Growth Comparison

5. COMPANY PROFILES

5.1 VF Corporation
5.1.1 Business Overview
5.1.2 Financial Overview
5.1.3 Business Strategies
Undertaking Lead in Innovation
Build Lifestyle Brands
5.2 Liz Claiborne, Inc.
5.2.1 Business Overview
5.2.2 Financial Overview
5.2.3 Business Strategies
Strategic Acquisitions & Investments
Promote Diversity
5.3 True Religion
5.3.1 Business Overview
5.3.2 Financial Overview
5.3.3 Business Strategies
Build Brand Recognition
Marketing & Communication Strategy

+44 20 8123 2220
info@marketpublishers.com

5.4 Levi Strauss & Co.
5.4.1 Business Overview
5.4.2 Financial Overview
5.4.3 Business Strategies
Expand the Reach of Brands
Drive the Profitable of Core Business

6. MARKET OUTLOOK

6.1 Market Forecast
6.2 Forecast Methodology
6.2.1 Dependent and Independent Variables
6.2.2 Correlation Analysis
6.2.3 Regression Analysis

+44 20 8123 2220
info@marketpublishers.com

List Of Charts

LIST OF CHARTS

Denim Products Production Process Flow Chart
Apparel Supply Chain
Global Apparel Market Value by Region (2012)
Per Capita Spend on Apparel- by Region (2012)
Jeans Market Share by Region (2012)
The US Retail Sales of Adult Apparel (2010-2012)
The US Apparel Imports by Country (YTD May 2013)
The US Adult Jeans Market (2008-2013)
Exports of “MADE in USA” Jeans (2013)
The US Women’s Jeans Market (2008-2013)
The US Women’s Jeans Market Share by Distribution Channel (2013)
The US Men’s Jeans Market (2008-2013)
The US Children Jeans Market Size (2011-2012)
Amount of Money Consumers Spend on Denim Jeans (2012 vs. 2011)
Factors Important to Jeans Purchase (2013)
Historical Denim Jean Ownership Trend among US Consumers (2000-2012)
Increasing US GDP Per Capita (2004-2012)
Rising US Population (2004-2012)
The US Household Final Consumption Expenditure (2005-2012)
The US Online Retail Revenue Forecast (2011-2016E)
Share of Total Revenues by Coalition (2012)
VF Corp. Revenue & Net Income (2008–2012)
Revenue of Jeanswear Coalition (2010-2012)
Share of Net Sales by Segment (2012)
Net Sales & Net Loss of Fifth & Pacific Companies (2009–2012)
Share of Net Sales by Segment (2012)
Net Sales & Net Income of True Religion (2008-2012)
Share of Net Sales by Segment (2013)
Net Revenue & Net Income of Levi Strauss & Co. (2009-2013)
The US Market for Adult Denim Jeans (2013-2017E)

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

The US Retail Sales of Women's and Men's Apparel (2011 vs. 2012)
The US Apparel Imports by Value (YTD May 2013)
The US Market for Women's Jeans (2012-2013)
Women's Jeans Sales by Price (2012-2013)
The US Market for Men's Jeans (2012-2013)
Men's Jeans Sales by Price (2012-2013)
Share of the US Premium Jeans Brands in Western Europe (2012)
Market Share of Jeans by Company (2009-2012)
Sales Growth of Key Players in Jeans Market (2009-2012)
Dependent & Independent Variables (2008– 2013)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: US Denim Jeans Market Report: 2014 Edition
Product link: https://marketpublishers.com/r/UADF8F8FB55EN.html
Price: US$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/UADF8F8FB55EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970