

US Denim Jeans Market Report: 2015 Edition

https://marketpublishers.com/r/UED2CF127F6EN.html

Date: April 2015

Pages: 52

Price: US\$ 800.00 (Single User License)

ID: UED2CF127F6EN

Abstracts

Denim has become a 'wardrobe staple' for the comfort it offers and above all for being one of the best clothing article to be a part of the semi-formal wear category. Fit, comfort and price are the most important factors that influence customers to purchase denim jeans. Given the longer life span of jeans, the denim industry continues to hold an advantageous position over other types of apparel. Jeans can be worn on different kinds of social and even official occasions. Therefore, when compared with other varieties of bottoms denim makes economic sense for consumers to spend money over.

The US apparel industry is large, mature, and highly fragmented. The US market sells apparel produced both in domestic as well as foreign locations. 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. However, in 2014, denim jeans sales has registered a drastic fall as yoga wear is fast becoming a very popular substitute for denim as new fabrics and designs in the category are focused on comfort, leading to increasing numbers of Americans wearing yoga wear to work and anywhere else they may be going. As a result, US jeans manufacturers are increasingly struggling with declining sales of their denim products. Each of these leading players is being negatively affected by the decline in sales of jeans in the US.

This report analyzes the development of the 'US Denim Jeans Market', with focus on its segments including women's and men's denim jeans market. It also studies global and the US apparel market. 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 denim jeans market in the US is highly consolidated as famous brands like Levi's, Lee and Wrangler holds significant share of the total market. The four major players in the US denim industry, VF Corporation, Levi's Strauss, PVH Corporation and Joe's Jeans Inc., 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 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.



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 Apparel Market

Market Value

Regional Breakdown

2.2 US Apparel Market

Market Value

Market Segments

2.2.1 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 Changing Fashion Preferences: Athleisure Trend
 - 3.1.2 Industry Consolidation
 - 3.1.3 Factors Important to Purchase of Jeans
 - 3.1.4 Improved Denim Technology and Innovation
 - 3.1.5 Creative Marketing
- 3.2 Growth Drivers
 - 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 Ongoing Pricing Pressures
 - 3.3.2 Apparel Industry Challenges
 - 3.3.3 Risk of Forgery
 - 3.3.4 Changing Fashion Trends

4. COMPETITIVE LANDSCAPE

Competitive Overview Market Share

5. COMPANY PROFILES

- 5.1 V.F. Corporation
 - 5.1.1 Business Description
 - 5.1.2 Financial Overview
 - 5.1.3 Business Strategies

Direct-to-Consumer Operations

Continuous Product Innovation

- 5.2 Levi Strauss & Co.
 - 5.2.1 Business Overview
 - 5.2.2 Financial Overview
 - 5.2.3 Business Strategies

Expand Customer Reach of Brands

Leverage Global Scale

- 5.3 PVH Corporation
 - 5.3.1 Business Overview
 - 5.3.2 Financial Overview
 - 5.3.3 Business Strategies

Strategic Acquisitions and Investments

Target Distinct Consumer Demographics

- 5.4 Joe's Jeans Inc.
 - 5.4.1 Business Overview
 - 5.4.2 Financial Overview
 - 5.4.3 Business Strategies

Product Development and Promotion



Pursue Strategic Acquisitions

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



List Of Charts

LIST OF CHARTS

Denim Products Production Process Flow Chart

Apparel Supply Chain

Global Apparel Market Value (2009-2017E)

Global Apparel Market Value by Region (2014E)

Apparel Market in the US (2009-2017E)

US Apparel Market by Segment (2014E)

The US Adult Jeans Market (2008-2014)

The US Women's Jeans Market (2008-2014)

The US Women Jeans Market Share by Distribution Channel (2014 vs. 2013)

The US Men's Jeans Market (2008-2014)

Factors Important to Jeans Purchase (2014 vs. 2013)

Increasing US GDP Per Capita (2004-2013)

Rising US Population (2008-2013)

The US Household Final Consumption Expenditure (2008-2013)

Internet Users in the US (2008-2014E)

Global Denim Jeans Market Share (2014E)

US Denim Jeans Market Share (2014E)

Share of Total Revenues by Coalition (2014)

VF Corp. Revenue & Net Income (2011–2014)

Revenue of Jeanswear Coalition (2011-2014)

Share of Net Sales by Segment (2014)

Net Revenue & Net Income of Levi Strauss & Co. (2011-2014)

Share of Net Sales by Segment (2014)

Net Sales & Net Income of PVH Corporation (2011-2014)

Share of Net Sales by Segment (2014)

Net Sales & Net Income of Joe's Jeans Inc. (2011-2014)

The US Market for Adult Denim Jeans (2014-2018E)



List Of Tables

LIST OF TABLES

The US Market for Adult Jeans (2013-2014)
The US Market for Women's Jeans (2013-2014)
Women's Jeans Sales by Price (2013-2014)
The US Market for Men's Jeans (2013-2014)
VF Corporation Business Segments
Dependent & Independent Variables (2008–2014)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output



I would like to order

Product name: US Denim Jeans Market Report: 2015 Edition

Product link: https://marketpublishers.com/r/UED2CF127F6EN.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

First name: Last name: Email:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/UED2CF127F6EN.html

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

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