

US Denim Jeans Market Report: 2015 Edition

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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.

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