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US Denim Jeans Market Report: 2011 Edition

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Abstracts

The US apparel industry is large, mature, and highly fragmented. In the US, apparel sold is produced both in domestic and foreign locations. Due to global economic downturn, the apparel industry has been severely affected, but the condition of denim market is better as compared to other apparel segments. Economic condition, demographic trends and pricing are the factors driving the apparel sales.

Denim has become a 'wardrobe staple'. Denim garments come under the category of semi-formal wear. Fit, comfort and price are the most important factors affecting the purchase of denim jeans. Due to 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. So, as compared to other bottoms, it makes economic sense for consumers to buy more jeans.

During the last few years, many new brands have entered the market, primarily in the premium denim jeans segment. Levi's (All Brands), Wrangler and Lee are the topmost men denim's brands and Levi's (All Brands), American Eagle Outfitters and Old Navy are the topmost women's denim brands in the US.

The report analyzes the denim jeans industry in the US. Market trends like introduction of new concepts, retail and apparel pricing and key drivers of denim market have been included. Increasing GDP and population of the US are the biggest factors driving the growth of denim industry. Factors hindering the growth of denim industry have also been highlighted. The three major players including VF Corp, Liz Claiborne and True Religion have also been profiled.

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

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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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