

US Denim Jeans Market Report: 2009 Edition

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Abstracts

The apparel industry has been severely impacted by the global economic downturn but the state of the denim jeans industry is relatively better. The denim industry continues to hold an advantageous position over other apparel categories, owing to longer life span of jeans as compared to other apparel items. Denim defies the fundamental structure of the global economy. While other industries are outsourcing their work to cheaper foreign labor, high cost of manufacturing the jeans in the US is, in fact, a selling point for denim jeans industry.

US retailers of jeans have cut down orders and also their workforce to minimize the impact of economic recession. Manufacturers and retailers are also adopting various pricing strategies in order to offer more entry level products. The premium segment continues to grow but denim manufacturers are reducing prices to focus on cheaper items. Consumers still plan to buy jeans but they are more price-conscious now.

The denim industry is highly competitive with many new brands entering the market during the last few years. Most of these brands were focused on premium denim. These premium denim brands are strategically planning to gain a competitive edge in market share and retail space. Moving ahead in this situation will require companies to surpass consumers' expectations on price and value.

The report focuses on the US denim jeans market – value, growth rate, and segments. It discusses the key trends prevalent in the market. The report provides comprehensive analysis of the men's and women's segment of the market. It also profiles the major brands, including their key business strategies.

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