

US Denim Jeans Market Report: 2010 Edition

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Abstracts

Fashion is today incomplete without denim. Denim comes in all forms, looks and washes to match with every dress. It would be difficult to believe that the same denim was originally employed in clothing for the pants and overalls worn by miners on the west coast (US). A number of technological factors have contributed to making denim the fashion icon that it is today – including vast improvements in spinning, weaving, and finishing. One of the most important parts of creation of the beautiful denim jeans is the washing. Washing plays such an important part in the denim chain because of the umpteen effects that the consumers are looking for on their jeans.

The denim jeans industry is the most fragmented out of total apparel industry. The extension of premium denim brands onto kids' racks is part of the larger trend of luxury marketing pervading nearly every corner of the consumer marketplace. Colored Jeans is the most recent trend whereas white denim has become an evergreen color. Nowadays teens have become more specific for their shopping.

Denim jeans have almost become a necessity in the present scenario. By age, jeans wear sales have increased significantly in the 13-17 and 25-34 age groups. By volume men's/boy's jeans shipment market is more than that of women's/girl's jeans shipments in US.

The report analyzes the denim jeans industry in the US. It sheds light on major market segments such as women's and men's denim jeans market. It also studies the import/export pattern in the US. The report also analyses recent industry trends and competitive scenario of the market.

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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