

Jeans in Denmark

November 2024

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Jeans in Denmark - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers return to the jeans department as economy recovers Strong demand for premium and super-premium jeans Eco-labelling aligns with the growing sustainability trend

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Stable economy will support solid growth in jeans category Sustainable credentials are increasingly important to Danes Private label will find it difficult to penetrate the category

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