

# Jeans in Greece

December 2024

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#### Jeans in Greece - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Jeans benefit from shift away from formalwear Fast-fashion brands gain ground, in light of shrinking disposable incomes Rising prices pose challenge to standard jeans

### PROSPECTS AND OPPORTUNITIES

Women will be key driving force behind improved sales volumes Premium and super premium jeans will benefit from brand loyalty E-commerce will serve the needs of price sensitive consumers

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