

Jeans in China

November 2024

Table of Contents

Jeans in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnation for jeans due to long life cycle, maturity, and desire for comfort The use of innovative materials for fashion and sustainability

Jeans remains highly fragmented, led by Uniqlo

PROSPECTS AND OPPORTUNITIES

Premium jeans has potential in the overall stagnant jeans category Embracing comfort in jeans Continuous digital expansion in jeans

CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2019-2024

Table 2 - Sales of Jeans by Category: Value 2019-2024

Table 3 - Sales of Jeans by Category: % Volume Growth 2019-2024

Table 4 - Sales of Jeans by Category: % Value Growth 2019-2024

Table 5 - Sales of Men's Jeans by Category: Volume 2019-2024

Table 6 - Sales of Men's Jeans by Category: Value 2019-2024

Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2019-2024

Table 8 - Sales of Men's Jeans by Category: % Value Growth 2019-2024

Table 9 - Sales of Women's Jeans by Category: Volume 2019-2024

Table 10 - Sales of Women's Jeans by Category: Value 2019-2024

Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2019-2024

Table 12 - Sales of Women's Jeans by Category: % Value Growth 2019-2024

Table 13 - NBO Company Shares of Jeans: % Value 2020-2024

Table 14 - LBN Brand Shares of Jeans: % Value 2021-2024

Table 15 - Forecast Sales of Jeans by Category: Volume 2024-2029

Table 16 - Forecast Sales of Jeans by Category: Value 2024-2029

Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2024-2029

Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2024-2029

Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2024-2029

Table 20 - Forecast Sales of Men's Jeans by Category: Value 2024-2029

Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029

Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2024-2029

Table 24 - Forecast Sales of Women's Jeans by Category: Value 2024-2029

Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029

Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

Apparel and Footwear in China - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 28 - Sales of Apparel and Footwear by Category: Value 2019-2024

- Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 31 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 33 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 36 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 37 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 38 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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