



**Euromonitor
International**

Jeans in Australia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation evident within men's jeans, while premiumisation characterises the women's segment
Competitive landscape subject to volatility as cross-category headwinds hit
Evolution of e-commerce leads to emergence of grey market drop-shipping

PROSPECTS AND OPPORTUNITIES

Polarisation set to contribute to standout performance for men's jeans at either end of value spectrum over the forecast period
Sustainability to continue on its journey into mainstream jeans
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Apparel and Footwear in Australia - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024
Market polarisation, DEI and sustainability emerge as key trends in 2024
Mergers and disruptive DTC models shape competitive landscape
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry
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