

Jeans in Austria

January 2025

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Jeans in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation shapes the performance of jeans within Austria in 2024 New Yorker maintains its lead while Shein continues its upward trajectory Retail e-commerce growth in jeans amid consumer preferences for in-store shopping

PROSPECTS AND OPPORTUNITIES

Premiumisation and online shopping trends are expected to drive customisation An ongoing shift towards sustainability practices and repair services will be seen in the jeans category Competition is expected to rise from trousers and skirts while jeans focus on innovation

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