

# Jeans in Romania

December 2024

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## Jeans in Romania - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Trend towards casual dress underpins volume growth
Premium and economy jeans are enjoying steady growth
Strong affection for branded jeans among locals

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Consumers drawn to seasonal promotions and discounts Sustainability awareness to emerge in upcoming period Retail e-commerce to witness solid growth

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