



**Euromonitor
International**

Jeans in Poland

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation is evident with economy jeans taking the lead
The fit is a crucial selling point in jeans
Ethical and sustainable concerns influence consumer choice

PROSPECTS AND OPPORTUNITIES

New formats and personalisation to drive growth in jeans
Poles gravitate towards the durability and simplicity of jeans
Comfortable jeans are an essential

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 Poland - 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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