



Jeans in India

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Jeans in India sees double-digit value growth in 2024, amidst shifting consumer preferences
Levis maintains its position as the top-selling jeans brand in India in 2024
Gen Z-focused D2C brands expand their presence in jeans

PROSPECTS AND OPPORTUNITIES

Relaxed-fit denim expected to gain prominence as comfort becomes a key driver
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