

Jeans in Hong Kong, China

December 2024

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Jeans in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining demand for jeans due to economic uncertainty and outbound travel Comfort and individuality are key focus areas for jeans

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Marginal growth expected for jeans over the forecast period Sustainability to remain key focus for future product development Some growth potential for premium and super premium jeans

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