



**Euromonitor
International**

Jeans in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth in 2024, driven by strengthening athleisure trend
Jeans manufacturers flex their sustainability credentials
Levi's consolidates its position through upscale shopping experiences and collaborations

PROSPECTS AND OPPORTUNITIES

Strong demand for jeans is set to continue as Levi's forges ahead with new flagship stores
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