



Jeans in Spain

November 2023

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Jeans in Spain - Category analysis

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2023 DEVELOPMENTS

Jeans benefits from its status as wardrobe staple, but trading down is unavoidable in 2023

Some evidence of polarisation of demand, in light of tough economic situation

Levi's leads fragmented market

PROSPECTS AND OPPORTUNITIES

Economy jeans will see strong demand, in light of ongoing economic uncertainty

Sustainable jeans will gain traction

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