



**Euromonitor
International**

Jeans in Spain

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Jeans benefits from status as a wardrobe staple, but trading down is visible in 2024
Some polarisation in a challenging economic climate
Zara leads a relatively fragmented competitive landscape in 2024

PROSPECTS AND OPPORTUNITIES

Economy jeans will continue to see strong demand as a result of ongoing economic uncertainty
Sustainable jeans will gain traction, particularly amongst younger Spaniards
Body-positive movement is expected to stall, as slimness is still seen as important for positive body image

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 Spain - 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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