



Jeans in Singapore

November 2023

Table of Contents

Jeans in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fashion trends contribute to continued growth for jeans
Jeans sees good growth as the casualwear trend continues to gain traction
Due to consumer concern, more brands offer sustainable jeans

PROSPECTS AND OPPORTUNITIES

Jeans are increasingly being purchased online
Uniqlo set to maintain its leading position
Gender-neutral trend shows slow take-up in jeans

CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2018-2023
Table 2 - Sales of Jeans by Category: Value 2018-2023
Table 3 - Sales of Jeans by Category: % Volume Growth 2018-2023
Table 4 - Sales of Jeans by Category: % Value Growth 2018-2023
Table 5 - Sales of Men's Jeans by Category: Volume 2018-2023
Table 6 - Sales of Men's Jeans by Category: Value 2018-2023
Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 8 - Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 9 - Sales of Women's Jeans by Category: Volume 2018-2023
Table 10 - Sales of Women's Jeans by Category: Value 2018-2023
Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 12 - Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 13 - NBO Company Shares of Jeans: % Value 2019-2023
Table 14 - LBN Brand Shares of Jeans: % Value 2020-2023
Table 15 - Forecast Sales of Jeans by Category: Volume 2023-2028
Table 16 - Forecast Sales of Jeans by Category: Value 2023-2028
Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 20 - Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 24 - Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Apparel and Footwear in Singapore - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 28 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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