



Jeans in South Korea

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Jeans maintains positive growth, with economy options popular and high-end brands driven by influencer endorsements
Levi's and Andersson Bell launch reconstructed ADSB line
Sustainability trends continue in jeans

PROSPECTS AND OPPORTUNITIES

Economy jeans expected to remain a winner, thanks to improved quality available at affordable prices
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Fit preferences to become increasingly diversified as jeans styles change

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