



**Euromonitor  
International**

# Jeans in the Philippines

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Casualisation trend boosts demand for jeans across educational and corporate sectors  
Demand for “jorts” is boosted by high temperatures and vintage fashion revival  
Iconic jeans brands embrace vintage trend

PROSPECTS AND OPPORTUNITIES

Urbanisation and fast-paced lifestyles will drive demand for jeans, but competition from athleisure wear could impact demand  
Jeans market will continue to evolve, in accordance with fashion trends  
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