



# Jeans in the US

November 2023

Table of Contents

## Jeans in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumer demand for jeans decreases, facing multiple challenges  
Economy and standard jeans outperform premium and super premium jeans  
Sustainability remains a crucial focus for players in jeans

#### PROSPECTS AND OPPORTUNITIES

Weak growth anticipated over the forecast period  
Jeans set to see more inclusivity and diversity  
Two keys to success: Improving comfort, and fashion

#### 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 the US - 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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