

The background is a solid purple color. Overlaid on this are several thin, light purple concentric circles of varying radii. Scattered across these circles are numerous small, dark purple dots, creating a pattern reminiscent of a fingerprint or a stylized constellation.

# Denim Jeans

**MARKET ANALYSIS, 2015 - 2025**

Prepared By: DEEP AMISH SHAH

# Table of Contents

## **Chapter 1. Methodology and Scope**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Data Analysis Models

## **Chapter 2. Denim Jeans Market Variables, Trends & Scope**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis

## **Chapter 3. Consumer Behavior Analysis**

- 3.1. Consumer Trends and Preferences
- 3.2. Factors Affecting Buying Decision
- 3.3. Consumer Product Adoption
- 3.4. Observations & Recommendations

## **Chapter 4. Competitive Analysis**

- 4.1. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 4.2. Vendor Landscape
- 4.3. List of key distributors and channel partners

## **Chapter 5. Company Profiles**

- 5.1. Levi Strauss & Co.
  - 5.1.1. Company Overview
  - 5.1.2. Financial Performance
- 5.2. The Gap Inc.
  - 5.2.1. Company Overview
  - 5.2.2. Financial Performance
- 5.3. VF Corporation
  - 5.3.1. Company Overview
  - 5.3.2. Financial Performance
- 5.4. H & M Hennes & Mauritz AB

5.4.1. Company Overview

5.4.2. Financial Performance

5.5. PVH Corp.

5.5.1. Company Overview

5.5.2. Financial Performance

6.0 References

# Global Denim Jeans Market

## By Product Type

- Slim Fit
- Regular Fit
- Skinny Fit
- Loose Fit Jeans
- Others (Tapered Fit Jeans, Low Rise Jeans, etc.)

## By Distribution Channel

- Specialty Stores
- Supermarkets/Hypermarkets
- Online
- Others (Departmental Stores, Apparel Stores, etc.)

## By Price Point

- Economy
- Mid-range
- Premium

## By End User

- Men
- Women
- Children

## By Age Group

- Children & Infants (0-12 years)
- Teenagers & Young Adults (13-34 years)
- Adults (35-64 years)
- Elderly (65 years & above)

## By Company

- Levi Strauss & Co.
- Kontoor Brands Inc.
- Gap Inc.
- Iconix International
- Hennes & Mauritz AB
- Big John-Intl
- Pepe Jeans
- PVH Corporation
- Marks and Spencer Group plc
- United States Polo Association
- Giorgio Armani S.p.A.
- G-Star RAW
- Uniqlo Co. Ltd.
- AEO Management Co.
- AG Adriano Goldschmied Inc.

## By Region

- North America
  - The US
  - Canada
  - Mexico
- South America
  - Brazil
  - Argentina
  - Rest of South America
- Europe
  - Germany
  - The UK
  - France
  - Italy
  - Spain
  - Rest of Europe
- The Middle East & Africa
  - Saudi Arabia
  - The UAE
  - South Africa
  - Rest of the Middle East & Africa
- Asia-Pacific
  - China
  - India
  - Japan
  - South Korea
  - Australia
  - Southeast Asia
  - Rest of Asia-Pacific



### Top 3 Trends : Key Takeaways

1

Changing consumer lifestyles and a significant rise in the female workforce participation rate in developed as well as emerging economies have contributed to increasing product demand. There has been shifting consumer preference, especially among the younger population, for two-tone, cropped, skinny, distressed, and patched jeans, on account of extensive brand promotions on various social media platforms.

2

Pakistan is the leading exporter of denim fabric worldwide, particularly denim made from at least 85% cotton. Hong Kong and Hong Kong are the largest importers of denim fabric, especially that made from less than 85% cotton. Further, Turkey is the leading importer of denim made from at least 85% cotton.

3

Levi Strauss, reported revenue over USD 5.5 billion in 2019 and has the largest brand share in the jeans market. Over 85% of its sales were made through the company's Levi's brand in the same year.



### Market Voice : Key Opinions

#### Analyst Perspective

"Improper disposal of used clothes has become a major concern across the globe. Usage of large quantities of hazardous chemicals and high greenhouse gas emissions during production of denim has been negatively impacting climate change. Hence, manufacturers have been adopting sustainable practices, which is raising denim recycling demand across the globe."

#### Leading denim jeans manufacturer

"Denim jeans are one of the most ubiquitous pieces of clothing with millions of pairs being sold worldwide. Consumers especially in the U.S. prefer Levi's denim jeans over any other apparel on account of their comfort. Furthermore, the strategic pricing of jeans has attracted consumers with unique selling ideas and have contributed massively to the industry."

#### Denim jeans distributor

"Westernization of clothing coupled with rising visibility of fast-fashion brands such as H&M and Zara is expected open up markets which traditionally resisted the jeans culture and thus bringing in new opportunities for growth. ."

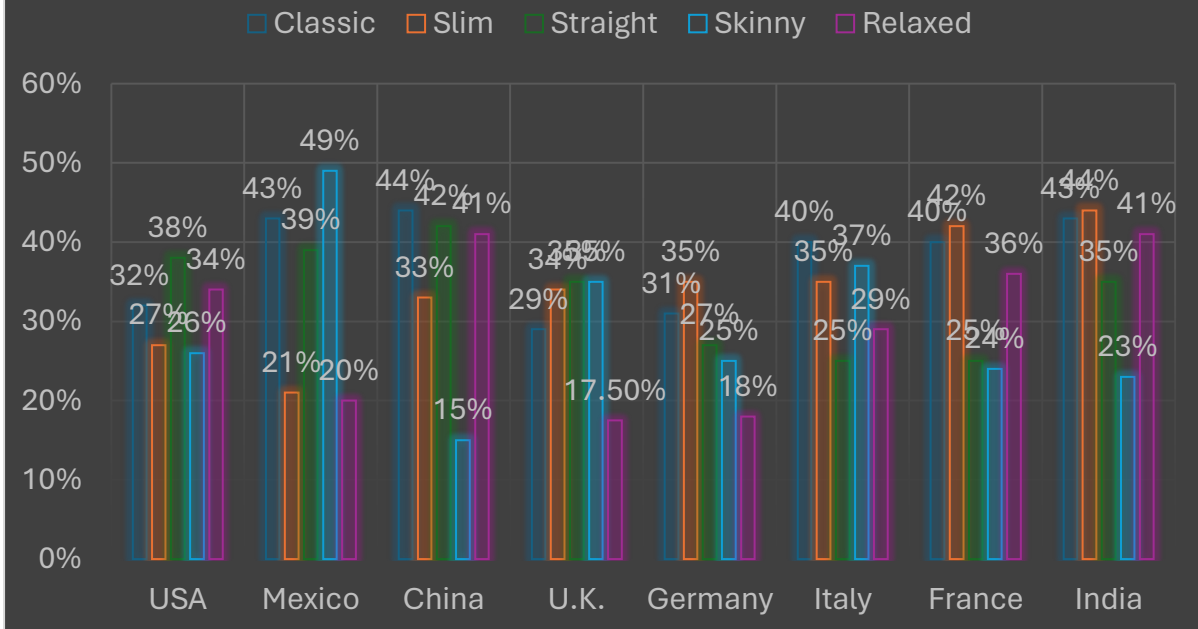


### By Product Type:



The global market for jeans encompasses a diverse range of styles, each catering to unique preferences and trends. Traditional straight-leg jeans remain a timeless staple, favored for their versatility and classic appeal. Skinny jeans, popularized in recent years, offer a sleek, form-fitting silhouette that resonates with fashion-forward consumers. Distressed and ripped jeans continue to thrive, reflecting a rugged aesthetic embraced by the youth culture. Additionally, high-waisted jeans have experienced a resurgence, championing a flattering fit that accentuates the waistline.

## What type of Jeans people prefer to wear ?



**In the USA**, the denim market represents a significant segment of the fashion industry, characterized by a diverse range of styles catering to various consumer preferences. In recent years, skinny jeans have surged in popularity, particularly among younger generations and fashion-conscious consumers drawn to their sleek and form-fitting silhouette. Additionally, the USA boasts a vibrant premium denim market, with numerous domestic and international brands offering high-quality materials, craftsmanship, and unique designs. These brands cater to discerning consumers willing to invest in jeans that offer superior comfort, durability, and style.

**France**, known for its fashion-forward culture, showed a penchant for various styles, including classic straight-leg jeans and trendy options like distressed denim.

**In China**, a growing middle class and increasing urbanization led to a surge in demand for premium denim brands offering diverse styles to suit different tastes. India, with its vast population and diverse fashion landscape, witnessed a rising interest in Western clothing, including jeans, particularly among urban youth.

The UK market displayed a preference for a mix of traditional styles and emerging trends, with a growing emphasis on sustainable and ethical denim options.

While specific statistical breakdowns may vary, these general trends provide insights into the denim markets of these countries.

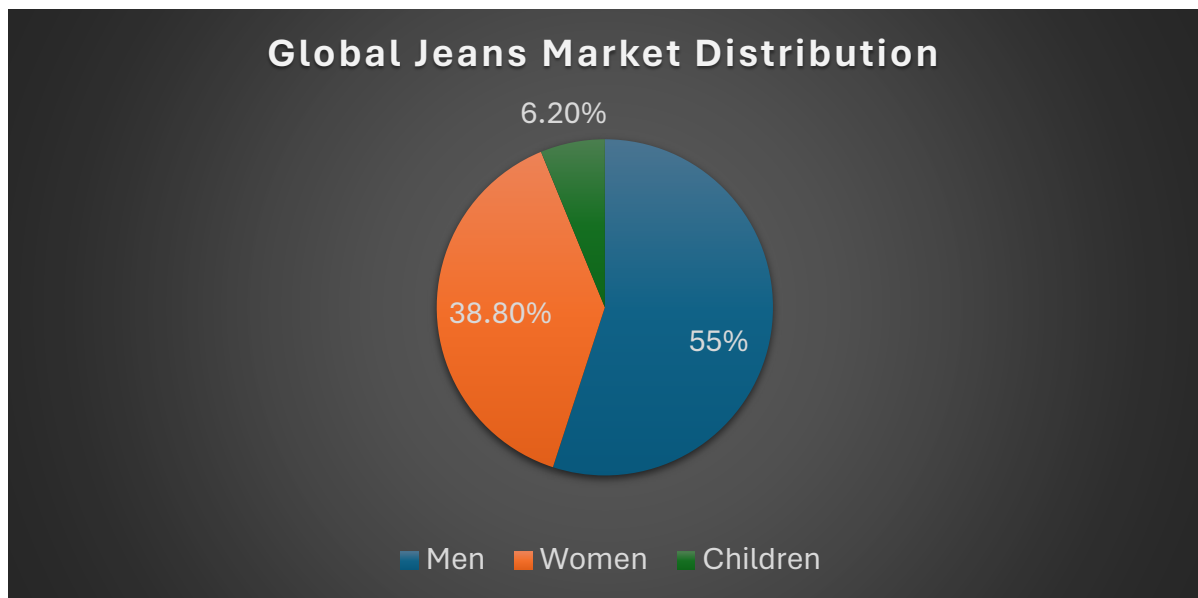
**In India**, a country with a rapidly growing fashion market, jeans have become increasingly popular, especially among the younger population in urban areas. Skinny jeans, influenced by global fashion trends, have gained significant traction, reflecting a preference for modern and slim-fitting styles. Italy, renowned for its rich fashion heritage, showcases a diverse denim market influenced by both classic and contemporary styles.

**Italian** consumers often gravitate towards premium denim brands offering high-quality materials and craftsmanship. Straight-leg and bootcut jeans maintain a strong presence, appreciated for their tailored and sophisticated aesthetic.

**In Germany**, a country known for its discerning consumers and emphasis on quality, the denim market reflects a preference for durable and versatile styles. Classic straight-leg jeans are favored for their understated appeal and practicality, appealing to a broad demographic. Skinny jeans, popularized by global fashion trends, resonate particularly with younger consumers seeking a sleek and contemporary look. German consumers also show interest in sustainable and eco-friendly denim options, aligning with the country's strong environmental consciousness and ethical consumerism.



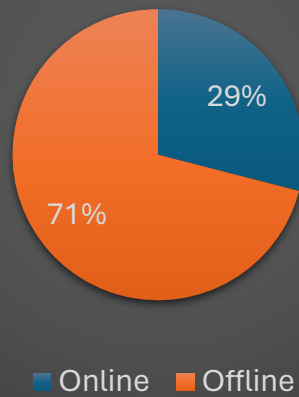
The global market for denim jeans reached a value of USD 64.62 billion in 2018 and is forecasted to grow at a compound annual growth rate (CAGR) of 6.81% from 2015 to 2025. Factors such as the increasing target population worldwide and the escalation of consumer disposable incomes, particularly in emerging economies like India and China, are expected to drive the market's expansion.



**By End User**, the market is segmented into Men, Women, and Children. The women segment is expected to dominate through the forecast period. As denim jeans for women acquire a 3/5 market share and it is expected to grow at 3.3 % CAGR through the forecast period. Around 34% of sales are to women consumers. Men and children combined to hold the 41% market share which is expected to grow at 2.1% CAGR through the forecast period. Europe and North America majorly hold around 60% market share in the men's segment. Significant growth is expected in the men's segment as the easing of the pandemic raised the demand for casualization in replacement of office attire. This shift in the industry encouraged various major brands to premiumize their products for example Levi introduced the heritage denim brand through its made and crafted line.

Men end user segment accounted for the largest market share of more than 55% in 2013. The segment will retain its leading position throughout the forecast years due to the improved standards of living and demand for trendy fashion apparels.

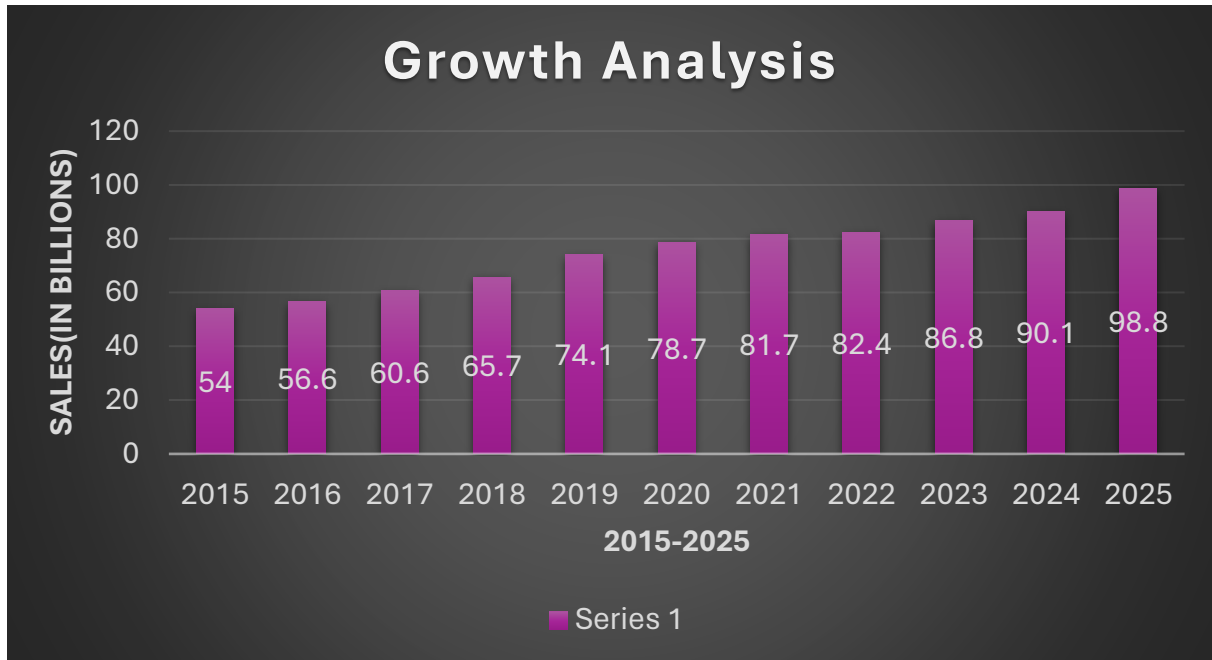
## Sales by Distribution Channels, 2023



**By distribution channel**, the premium denim market is segmented into Supermarkets/Hypermarkets, Apparel stores, and online and specialty stores. Offline sales channels such as supermarkets and apparel stores held the largest market share of more than 84 % in recent years. An increase in the number of specialty and fashion stores has supported significantly the segment growth. Also, ease of access and availability of cost-effective and high-quality products are driving the market growth. The online distribution channel segment is expected to grow at 10.09% through the forecast period. Due to the rise in e-commerce websites and the rise in popularity of online shopping on websites like Amazon and Flipkart, the premium denim jeans market is expected to dominate through the forecast period. The rise in e-commerce industry and surge in popularity of online channels attracted huge amount of consumers. In addition as these online stores offer products in discounted prices compared to offline channels driving the consumers towards online purchase.

Offline sales channel held the largest market share of more than 85% in the year 2018. Rise in the number of fashion stores and specialty and department stores have contributed significantly to the segment growth. Moreover, availability of high-quality cost-effective products in this segment will contribute to the growth over the forecast period.

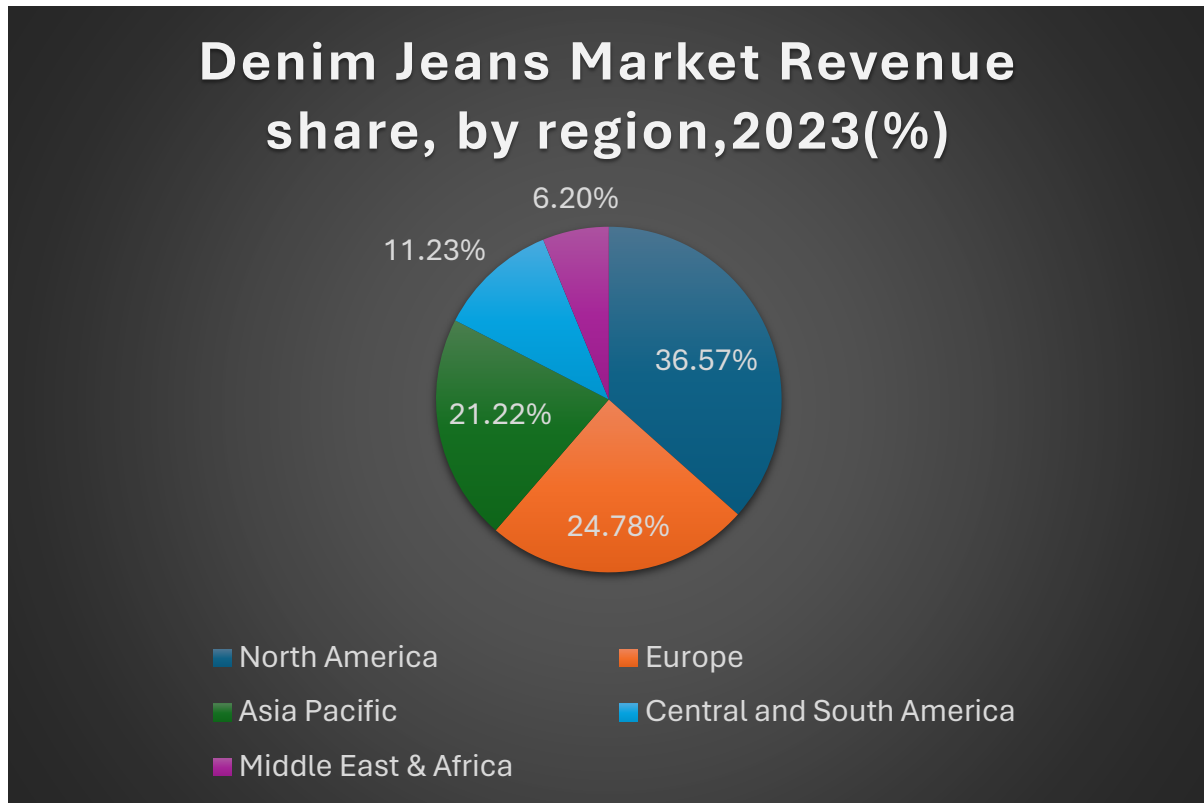
Constant product innovations in the market and improving standards of living will drive the demand further. Rising awareness about the availability of a variety of products, such as boot cut, high rise, cropped, skinny, tapered, and regular fit jeans, is also contributing to the market expansion. In addition, rise in demand for branded apparels will fuel the growth.



Influence of the social media platforms is further expected to spur the market growth. Moreover, growing apparel market across the globe with the introduction of premium and branded products is likely to have a significant impact on denim jeans market development. Major manufacturers have undertaken several business strategies, such as geographical and capacity expansion, M&A, and R&D, to boost their sales.

The market is highly competitive and is identified by several initiatives, such as capacity expansion, acquisition and mergers, and product and technological innovations, undertaken by key companies to gain maximum market share.

## By Region:



North America is anticipated to account for the largest market share over the next few years. It will maintain its dominant position over the forecast period due to growth in the revenue of retail sales in the apparel market. Besides, rising women's wear market in the region is also contributing to the market growth.

The Asia Pacific is projected to be the fastest-growing regional market from 2019 to 2025. Major brands, such as Levi Strauss, ITG, VF, Perry Ellis, and American Eagle Outfitters, are entering the emerging markets of this region due to high growth potential as a result of increasing consumer disposable income levels. Also, high product demand due to changing lifestyles will support market growth.

**Asia-Pacific is the Fastest Growing Region.** Growing disposable incomes, higher denim consumption rates, and greater knowledge about which styles work best for different physiques are all factors that should help the jeans industry expand in the coming years. Further fueling the expansion of the jeans market is the fact that as per capita income rises in developing Asian-Pacific nations like India and China, so does consumer spending on items like jeans. India has a huge

young population that makes up about 65% below 35 years of age, which stimulates the jeans market due to the exposure to the latest jeans collection by design and quality. In India, denim wear has seen a sharp resurgence, primarily driven by new and more comfortable fabrics, low pricing, and inclusive sizes offered by local and international brands. Denim brands are driving innovation in washes, colors, fits, and even vintage designs and styles. The key players are embarking on mergers and acquisitions as one of their key strategies to achieve consolidation and optimize their offerings in Asian countries. For instance, in December 2021, Tasuka Jeans, a Bangladesh-based brand, announced a significant investment in eco-friendly machines for its washing facility. The company bought waterless washing machines, each costing around USD 113,416. Furthermore, the company is undertaking steps to decrease water consumption for washing per pair of jeans by around 40%.

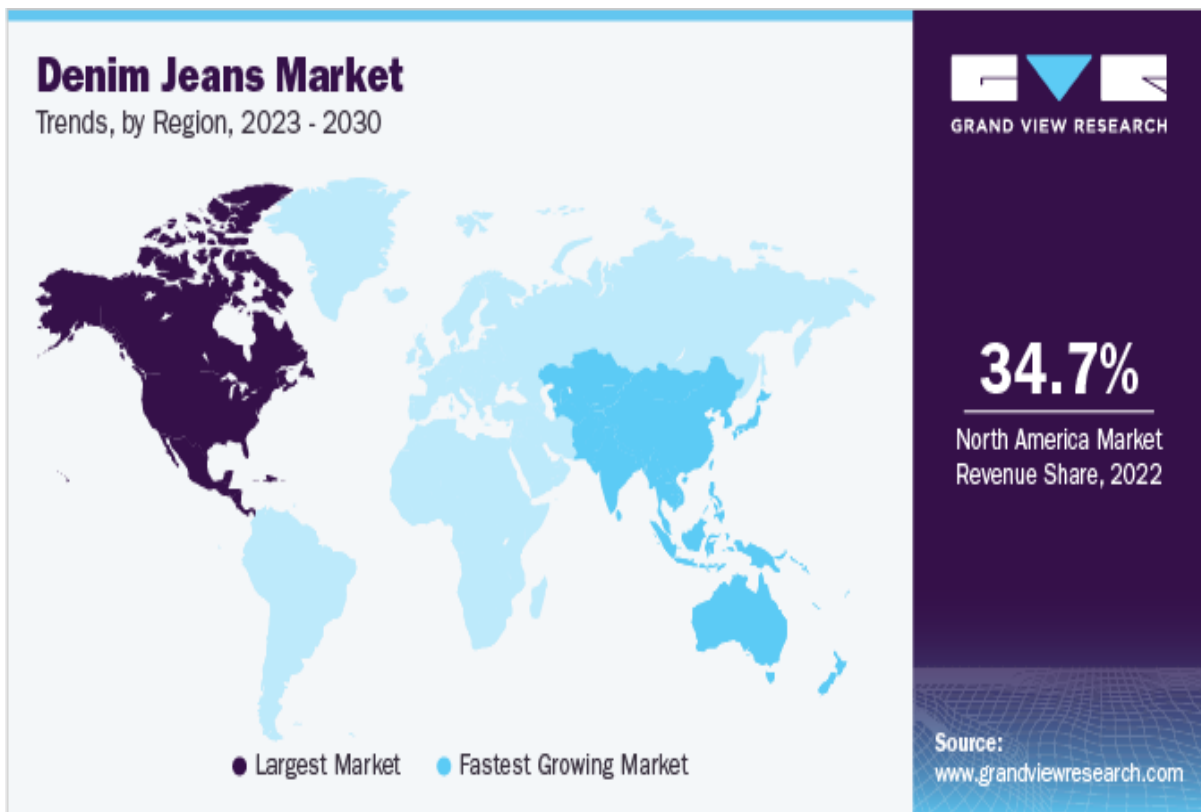
Moreover, online retail outlets are expanding in the Asia Pacific jeans market due to the availability of a wide variety of brands and the ease with which they can be purchased. In addition, the ease of ordering, receiving, and returning items like jeans from the comfort of home has contributed to the channel's expansion. Customers' desire is further fueled by sales and promotions such as Black Friday on Amazon and the End of Reason Sale on Myntra and other discounts given by certain e-commerce websites of the businesses.

Jeans Market: Market CAGR (in %), By Region, Global, 2022



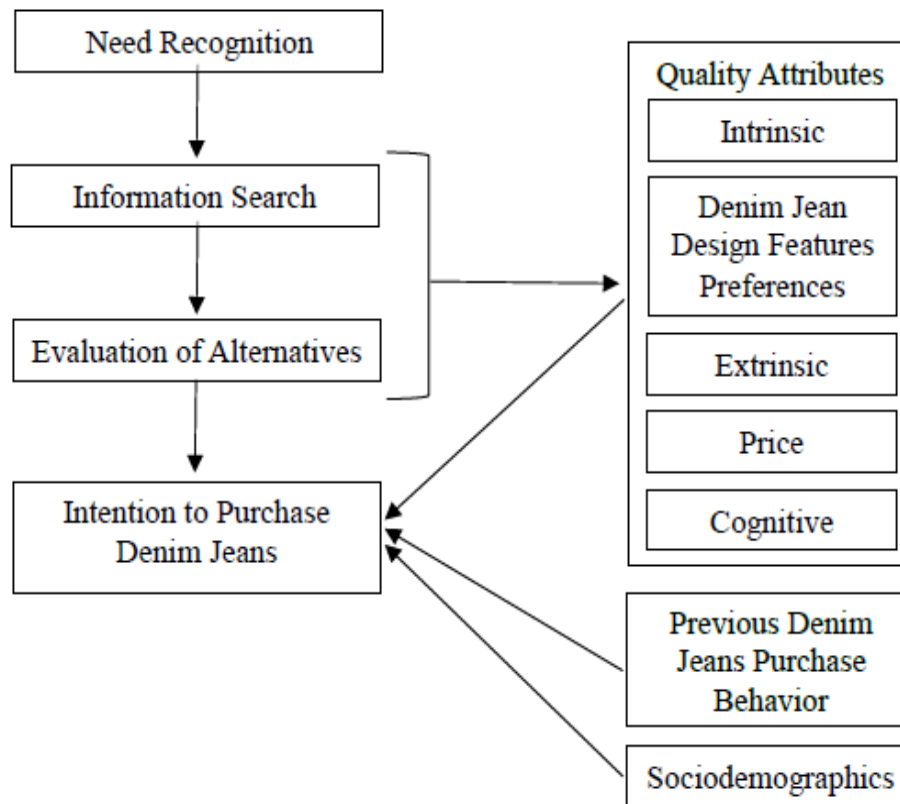
As of my last update in January 2022, the market share for the jeans market in the Middle East region reflects a dynamic landscape influenced by cultural preferences, economic factors, and evolving fashion trends. While specific revenue figures may vary, several key insights can be observed. Western-style clothing, including jeans, continues to gain popularity across the Middle East, particularly in urban centers where there's a growing young population with increasing disposable income and exposure to global fashion trends.

Europe is home to some of the world's most renowned denim brands, with countries like Italy, France, and the UK boasting a rich heritage in denim craftsmanship and design. Premium denim brands from these countries often command a substantial market share, appealing to consumers seeking high-quality materials, innovative designs, and superior fit. Additionally, fast-fashion retailers offering affordable denim options maintain a strong presence across the continent, catering to a more budget-conscious demographic. Sustainability has also emerged as a prominent factor shaping the European jeans market, with an increasing number of consumers prioritizing eco-friendly and ethically produced denim.





## Customer Purchase Behaviour for Denim Jeans:



Customer behavior analysis for denim jeans reveals a complex interplay of factors influencing purchasing decisions across diverse demographics. Traditional consumer segments often seek durability, comfort, and timeless style, favoring classic cuts like straight-leg or bootcut jeans. Younger, trend-conscious consumers, on the other hand, gravitate towards fashionable styles such as skinny jeans or distressed denim, influenced by celebrity endorsements and social media trends. Moreover, the rise of sustainability consciousness has prompted a significant shift in consumer behavior, with an increasing number of shoppers prioritizing eco-friendly materials and ethical production practices when selecting denim products. Factors like brand reputation, fit, price, and perceived value also play crucial roles in shaping consumer preferences. Additionally, the omnichannel nature of modern retail allows consumers to research, compare, and purchase jeans through various channels, including online platforms and brick-and-mortar stores, further complicating the analysis of customer behavior. Understanding these multifaceted dynamics is essential for denim brands to tailor their marketing strategies and product offerings effectively to meet the evolving needs and preferences of their target audience.

Furthermore, the concept of comfort and versatility has become increasingly important for consumers, with many seeking jeans that seamlessly transition from casual to more formal occasions. As consumers become more discerning and informed, denim brands must prioritize factors such as fit consistency, size inclusivity, and transparent supply chains to build trust and loyalty among their customer base.

Purchasing behavior	<i>n</i>	%
Average spent on one pair of denim jeans		
Less than \$40		
Male	118	25.7
Female	143	31.1
Other <sup>a</sup>	17	3.7
Total	278	60.4
\$41-\$80		
Male	62	13.5
Female	36	7.8
Other <sup>a</sup>	1	0.2
Total	99	21.5
More than \$81		
Male	16	3.5
Female	2	0.4
Other <sup>a</sup>	1	0.4
Total	19	4.1
Don't know/Does not apply		
Male	32	7.0
Female	21	4.6
Other <sup>a</sup>	11	2.4
Total	64	13.9

<sup>a</sup>Other includes Gender Variant/Non-conforming, Not listed, and Prefer not to answer.

*Intrinsic Attributes Used by Adolescents for Determining the Purchase of Denim Jeans*

Attribute	Not Important		Slightly Important		Moderately Important		Important		Very Important	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Physical composition										
Fabric thickness										
Male	32	7.0	44	9.6	69	15.0	59	12.8	24	5.2
Female	13	2.8	31	6.7	74	16.1	49	10.7	35	7.6
Other <sup>a</sup>	7	1.5	3	0.7	10	2.2	6	1.3	4	0.9
Total	52	11.3	78	17.0	153	33.3	114	24.8	63	13.7
Durability										
Male	11	2.4	16	3.5	48	10.4	69	15.0	84	18.3
Female	4	0.9	17	3.7	40	8.7	69	15.0	72	15.7
Other <sup>a</sup>	5	1.1	4	0.9	8	1.7	6	1.3	7	1.5
Total	20	4.3	37	8.0	96	20.9	144	31.3	163	35.4
Feel of fabric										
Male	15	3.3	35	7.6	57	12.4	59	12.8	62	13.5
Female	5	1.1	14	3.0	46	10.0	69	15.0	68	14.7
Other <sup>a</sup>	4	0.9	2	0.4	9	2.0	6	1.3	9	2.0
Total	24	5.2	51	11.1	112	24.3	134	29.1	139	30.2
Care of garment										
Male	44	9.6	46	10.0	68	14.8	31	6.7	32	7.0
Female	40	8.7	23	5.0	42	9.1	37	8.0	25	5.4
Other <sup>a</sup>	8	1.7	3	0.7	4	0.9	5	1.1	7	1.5
Total	92	22.2	72	17.3	114	27.5	73	17.6	64	15.4
Fiber content										
Male	62	13.5	55	12.0	58	12.6	36	7.8	17	3.7
Female	46	10.0	46	10.0	47	10.2	40	8.7	23	5.0
Other <sup>a</sup>	12	2.6	5	1.1	8	1.7	2	0.4	3	0.7
Total	120	26.1	106	23.0	113	24.6	78	17.0	43	9.3
Construction										
Male	25	5.4	29	6.3	74	16.1	59	12.8	41	8.9
Female	9	2.0	24	5.2	68	14.8	58	12.6	43	9.3
Other <sup>a</sup>	6	1.3	4	0.9	15	3.3	4	0.9	1	0.2
Total	40	8.7	57	12.4	157	34.1	121	26.3	85	18.5

## Top 10 Denim Jeans Brands:

Levi's

Wrangler

Lee

Diesel

Calvin Klein

Pepe Jeans London

True Religion Jeans

Armani

Gucci

Guess Jeans

## By Company Profiles

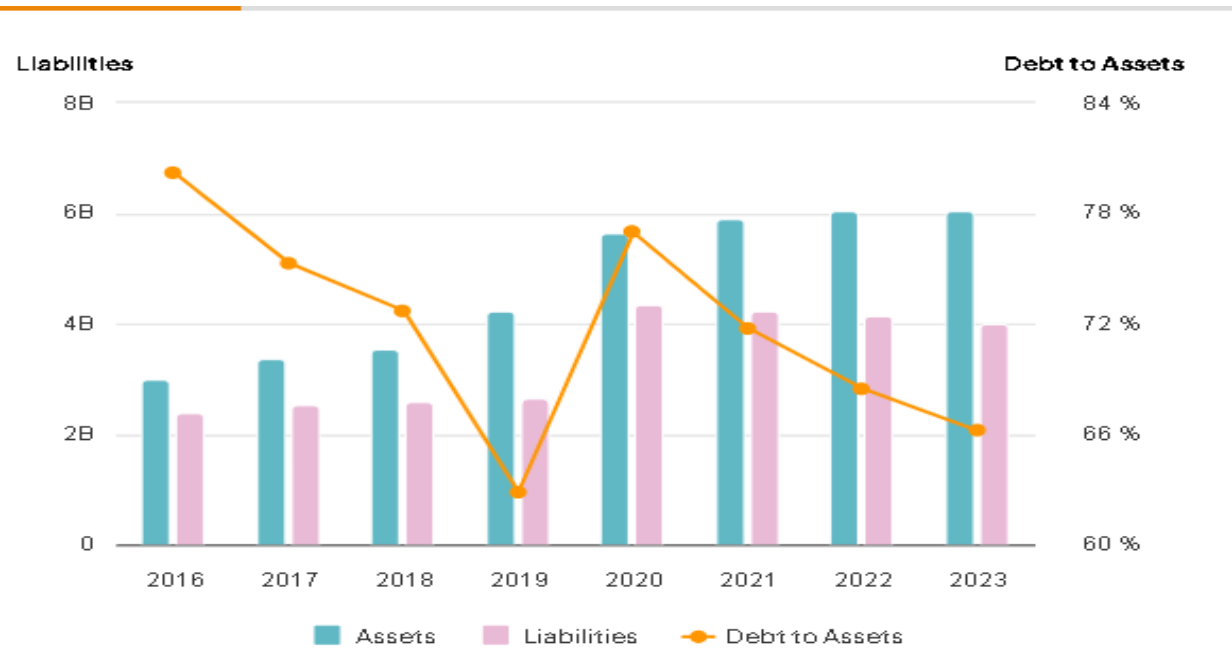
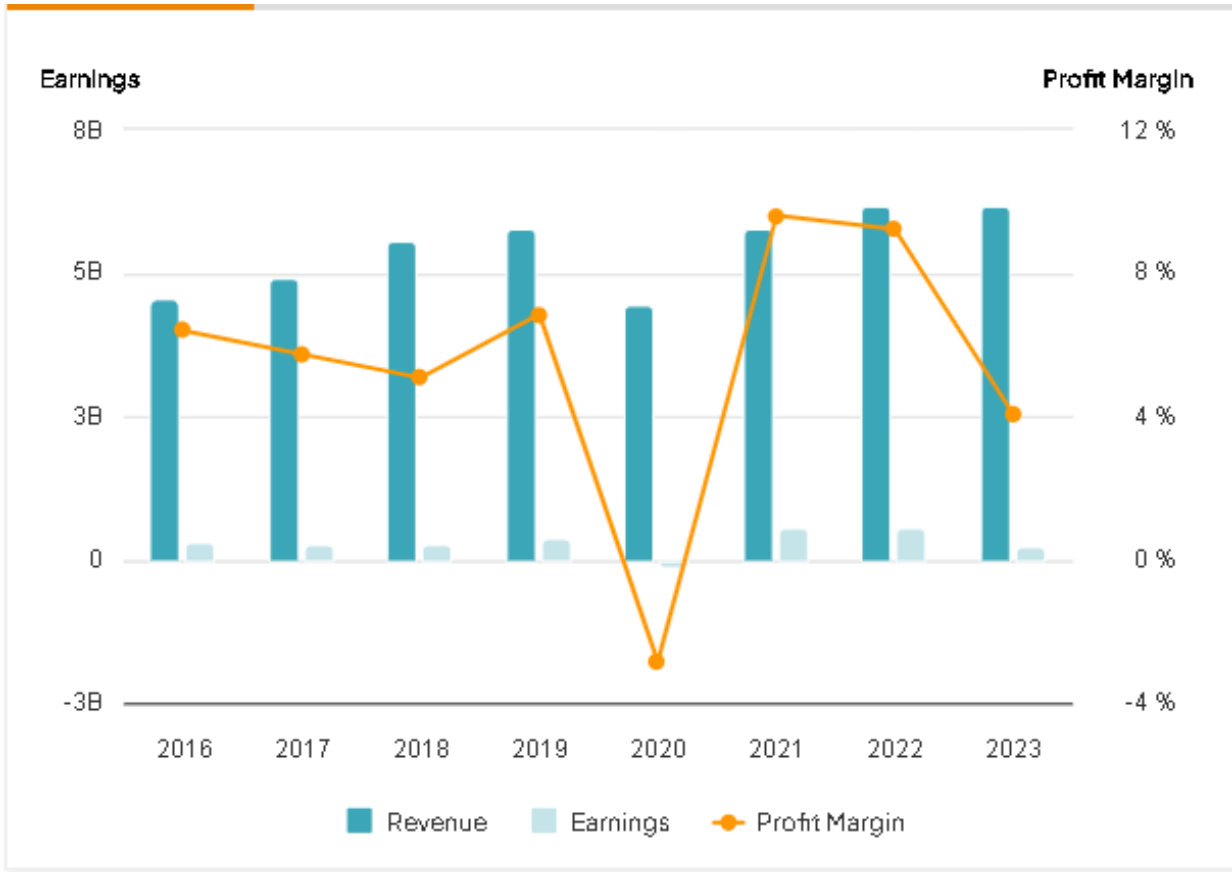
### 1. Levi Strauss & Co.



Levi Strauss & Co., one of the world's most iconic denim brands, has consistently demonstrated strong financial performance, reflecting its enduring popularity and global reach. Levi's jeans revenue continues to be a significant contributor to the company's overall earnings, driven by a combination of brand recognition, product innovation, and effective marketing strategies.

Levi Strauss & Co. continues to showcase robust financial performance, with its Levi's jeans revenue consistently contributing significantly to its global earnings. In recent years, Levi's jeans revenue has averaged around \$5.8 billion annually, making up a substantial portion of the company's total revenue, which typically hovers around \$5.8 billion to \$6.8 billion per year. This revenue is driven by Levi's extensive product lineup, including its iconic denim jeans, which are sold in over 100 countries worldwide through various channels, including approximately 3,000 branded stores and numerous wholesale and e-commerce platforms. Despite market fluctuations, Levi's has maintained steady revenue growth, with its jeans segment continuing to be a cornerstone of its financial success and global brand recognition.

Additionally, the company's strategic expansion into new markets and channels, including e-commerce and international retail partnerships, has further bolstered its revenue growth. Despite occasional market fluctuations and challenges, Levi's remains a stalwart player in the denim industry, poised for continued success and innovation in the years to come.





## 2.The Gap Inc.



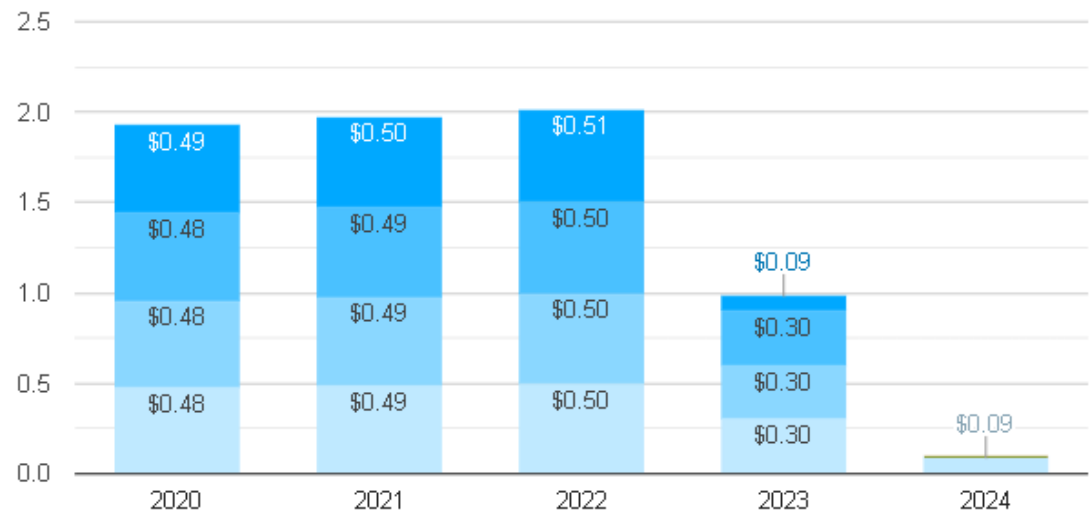
The Gap Inc., a global apparel retailer, has demonstrated a notable financial performance, with its revenue streams including sales from its flagship brand, Gap. The Gap's revenue from jeans typically contributes significantly to the company's overall earnings. Over the past few years, The Gap Inc.'s total annual revenue has averaged around \$16 billion to \$17 billion, with the Gap brand accounting for a substantial portion of this figure. Specifically, revenue from denim products, including jeans, has been estimated to be around \$2.5 billion to \$3 billion annually. The Gap Inc. operates a vast retail network, with thousands of stores worldwide, as well as an online presence, enabling it to reach a broad consumer base. Despite facing challenges in the competitive retail landscape, The Gap Inc. continues to leverage its iconic brand and diverse product offerings to maintain a strong presence in the global apparel market, with its denim segment playing a significant role in its financial success and market positioning.

	Full Year Fiscal 2024 Outlook	Full Year Fiscal 2023 Results
Net sales	Roughly flat on a 52-week basis	\$14.9 billion
Gross margin	At least 50 bps expansion	38.8 %
Operating expense	Approximately \$5.1 billion	\$5.17 billion (adjusted)
Operating income	Low-to-mid teens growth	\$606 million (adjusted)
Effective tax rate	Approximately 28%	9.7 %
Capital expenditures	Approximately \$500 million	\$420 million

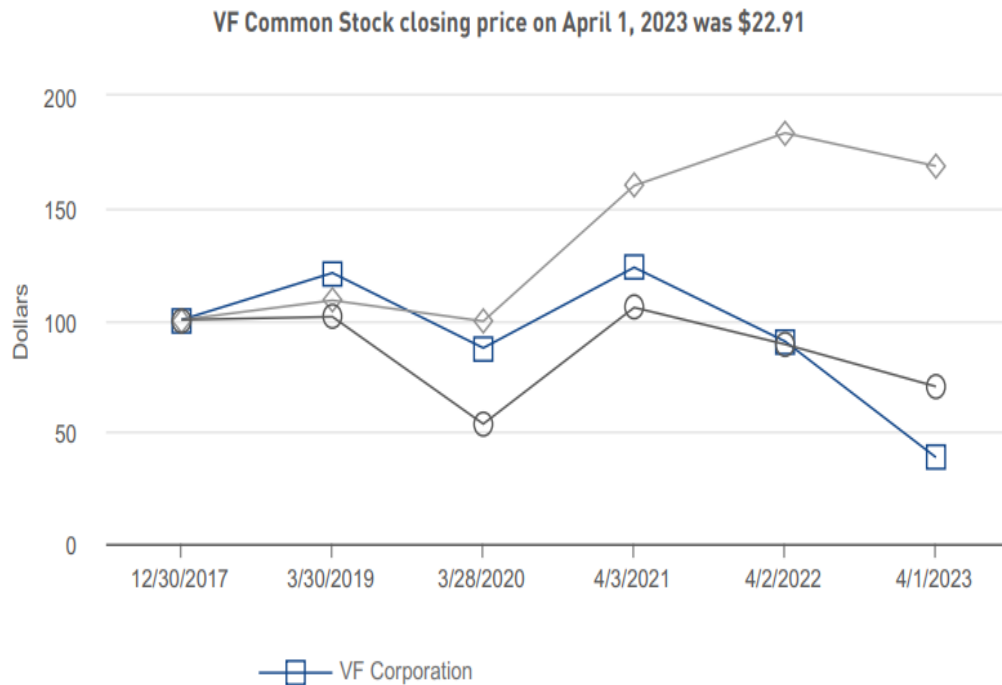
3. VF Corporation



VF Corporation, a global leader in apparel and footwear, includes several well-known brands such as Wrangler and Lee within its portfolio, both of which are prominent denim brands. Revenue from denim products, particularly jeans, constitutes a substantial portion of VF Corporation's overall earnings. Over recent years, VF Corporation's total annual revenue has typically ranged from \$11 billion to \$13 billion, with its denim segment contributing a significant share. Specifically, revenue from denim products, including sales from Wrangler and Lee jeans, has been estimated to be around \$2 billion to \$3 billion annually. VF Corporation operates a widespread retail presence, with its products available in numerous countries through various channels, including company-operated stores, third-party retailers, and e-commerce platforms. Despite market fluctuations and industry challenges, VF Corporation maintains its position as a leading player in the global apparel market, with its denim segment playing a crucial role in its financial performance and brand portfolio.



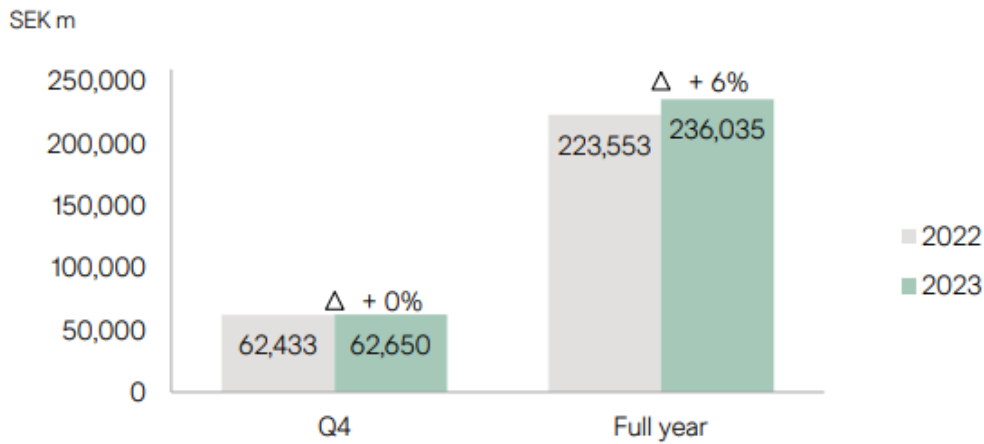
VF Corporation's strategic retail presence spans the globe, with its denim offerings available in numerous countries through a variety of channels, including company-operated stores, third-party retailers, and e-commerce platforms. Leveraging its enduring brand legacy, innovative designs, and commitment to quality, VF Corporation maintains a formidable presence in the jeans market, continually adapting to evolving consumer preferences and market trends.



#### 4. H & M Hennes & Mauritz AB



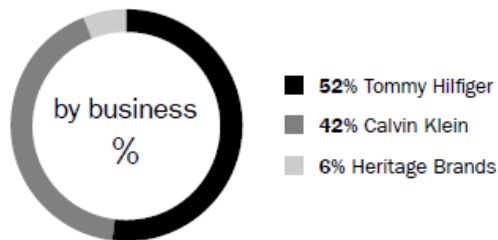
##### Sales



a global fashion retailer known for its accessible and trendy clothing offerings, includes denim products, including jeans, as an integral part of its diverse apparel lineup. While specific revenue figures for H&M's denim segment are not publicly disclosed, denim products contribute significantly to the company's overall revenue, which typically ranges from \$20 billion to \$25 billion annually. H&M's denim offerings cater to a broad demographic, with a range of styles, fits, and washes to appeal to various consumer preferences. The company's extensive retail footprint spans over 70 countries, encompassing thousands of stores worldwide, as well as a robust e-commerce platform, allowing it to reach a vast and diverse customer base. H&M's emphasis on affordability, fashion-forward designs, and sustainability initiatives, including its Conscious Collection, further solidify its position in the denim market. By continually innovating and adapting to changing consumer trends, H&M remains a prominent player in the global apparel industry, with its denim segment playing a significant role in its overall success.

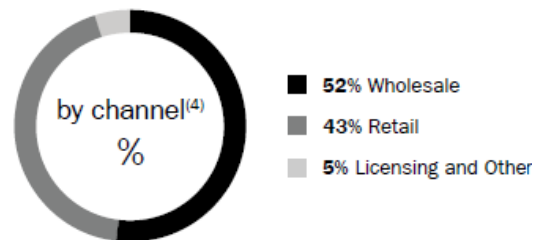
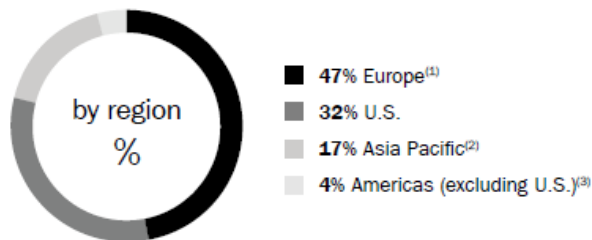
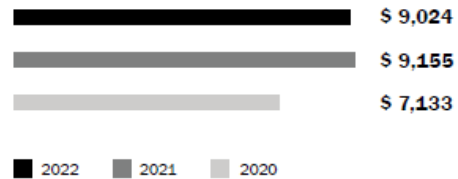
## 5. PVH Corp.

# PVH



### Revenues

(\$ in millions)



PVH Corp., a global apparel company, oversees a diverse portfolio of brands, including Calvin Klein and Tommy Hilfiger, both of which feature denim products such as jeans. While specific revenue breakdowns for PVH's denim segment are not publicly available, denim products contribute significantly to the company's overall earnings. PVH Corp.'s annual revenue typically ranges from \$9 billion to \$10 billion, with its denim segment playing a substantial role in its financial performance. Calvin Klein and Tommy Hilfiger offer a wide range of denim styles, appealing to various consumer tastes and preferences. PVH Corp.'s extensive retail presence spans numerous countries, with its denim offerings available through company-operated stores, department stores, and online channels. Emphasizing quality, innovation, and brand recognition, PVH Corp. remains a key player in the global denim market, leveraging its iconic brands to maintain a strong competitive position and drive continued growth in the apparel industry.

## 2Q23 Revenues



**\$2.207B** Up 4% YOY  
Up 2% on a Constant Currency basis



Calvin Klein

**\$940.2M** Up 3% YOY  
Up 2% on a Constant Currency basis



TOMMY  HILFIGER

**\$1.139B** Up 6% YOY  
Up 3% on a Constant Currency basis



HERITAGE BRANDS

**\$127.6M** Down 11% YOY



## 2Q23 Earnings Per Share

**\$1.50**

On a GAAP basis

**\$1.98**

On a Non-GAAP basis

## Liquidity

(as of July 30, 2023)

**~\$1.8B**

In Cash and Available Borrowings

## Market Analysis and Insights Global Denim Market

The denim market is expected to witness market growth at a rate of 6.7% in the forecast period of 2022 to 2029. Data Bridge Market Research report on denim



market provides analysis and insights regarding the various factors expected to be prevalent throughout the forecast period while providing their impacts on the market's growth. The rise in the consumer disposable income levels is escalating the growth of denim market.

Denim is a cloth that is made of cotton that is rough and thick in nature. Denim was originally created for the usage in work clothes and slowly gained its significance as a material that is utilized in other types of apparel. Currently, denim is a vital and fashionable item in every wardrobe. Manufacturing of garments from denim is a profitable business.

Major factors that are expected to boost the growth of the denim market in the forecast period are the rise in the urbanization and increasing trend of denim shirts. Furthermore, the growing popularity of stretchable denim jeans by blending cotton with synthetic material is further anticipated to propel the growth of the denim market. Moreover, the increase initiative by the government to improve the product manufacturing is further estimated to cushion the growth of the denim market. On the other hand, the rise in the prevalence for cheap woollen wear is further projected to impede the growth of the denim market in the timeline period.

In addition, the easy accessibility of raw material and the growing advancement of denim wear will further provide potential opportunities for the growth of the denim market in the coming years. However, the variation in the price of raw material and altering fashion & consumer preference might further challenge the growth of the denim market in the near future.

## References:

<https://www.globenewswire.com/news-release/2023/11/29/2787586/0/en/Global-Denim-Jeans-Strategic-Market-Report-2023-2030-Denim-Enters-Dynamic-Times-with-Innovations-to-Push-Sustainability-Score.html#:~:text=The%20global%20market%20for%20Denim,the%20analysis%20period%202022%2D2030.>

<https://www.statista.com/statistics/734419/global-denim-jeans-market-retail-sales-value/>

<https://www.statista.com/topics/5959/denim-market-worldwide/#topicOverview>

<https://www.mordorintelligence.com/industry-reports/jeans-market>

<https://www.marknteladvisors.com/research-library/denim-jeans-market.html>