

Jeans in Indian Market Size, Share, Trends, Demand, Growth, Opportunities, Analysis of Top Key Player & Forecast 2022

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

PUNE, INDIA, May 9, 2017 /EINPresswire.com/ -- [EXECUTIVE SUMMARY](#)

TRENDS

Demand for jeans remained strong in India in 2016, with the category registering retail current value growth of 13% to reach sales of INR171 billion. The Indian consumer base is very young, with the majority of the population being under the age of 35. Rapid urbanisation, the growing penetration of modern retail outlets, the increased presence of branded jeans players and the rising popularity of online retailing have all helped to popularise jeans among Indian consumers. As a result of the rising influence of Western trends and media, it has also become increasingly acceptable for women in India to wear jeans, with this having previously been discouraged.

COMPETITIVE LANDSCAPE

Future Lifestyle Fashions, followed by Levi Strauss India, was the leading player in jeans in India in 2016. Future Lifestyle Fashions offers a number of jeans brands across various price points, including fbb, Lee Cooper, Jealous 21, Celio, Bare, Scullers, All and Indigo Nation. However, in terms of brand, Levi's continued to rank first with a value share of 6%, followed by fbb with 4%.

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PROSPECTS

The jeans category in India is expected to witness the entry of new international brands over the forecast period. The category offers significant growth potential, as indicated over the past three to four years by the emergence of a large number of international jeans brands. This trend is expected to further strengthen over the forecast period.

Overview

Discover the latest market trends and uncover sources of future market growth for the Jeans industry in India with research from Euromonitor's team of in-country analysts.

Find hidden opportunities in the most current research data available, understand competitive threats with our detailed market analysis, and plan your corporate strategy with our expert qualitative analysis and growth projections.

If you're in the Jeans industry in India, our research will save you time and money while empowering you to make informed, profitable decisions.

The Jeans in India market research report includes:

- Analysis of key supply-side and demand trends
- Detailed segmentation of international and local products
- Historic volumes and values, company and brand market shares
- Five year forecasts of market trends and market growth
- Robust and transparent market research methodology, conducted in-country

Our market research reports answer questions such as:

- What is the market size of Jeans in India?
- What are the major brands in India?
- How dynamic is the growth of clothing and footwear internet sales?
- What is the performance of women's clothing vs men's clothing?
- What % of clothing and footwear sales goes through grocery retailers?

Why buy this report?

- Gain competitive intelligence about market leaders
- Track key industry trends, opportunities and threats
- Inform your marketing, brand, strategy and market development, sales and supply functions

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