

# Jeans - Consumer Attitudes to Buying and Wearing - UK - November 2010

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## What is this report about?

Jeans continue to be a staple item of clothing in most people's wardrobes, which they will wear for a range of occasions, from relaxing at home to eating out at an upmarket restaurant. While consumers continue to purchase jeans, the wide availability of low-priced jeans sold from as little as £4 by supermarkets and value retailers has had an impact on the market, with many other retailers being forced to introduce lead-in price jeans alongside the rest of their denim offer in order to compete.

## What have we found out?

- The proportion of adults buying jeans has remained relatively stable over 2006 and 2010, with over half of adults (51%) acquiring a pair in 2010.
- The majority of consumers spend under £50 on a pair of jeans, with almost seven in ten adults (68%) buying jeans at the cheaper end of the price scale.
- Jeans have become so acceptable that they are worn for a whole host of sociable occasions, with over three quarters of adults wearing jeans to go for a drink or meal at a pub and nearly seven in ten (68%) to eat out at a casual restaurant or to visit friends.
- Young people aged under 25 are most likely to buy jeans from Primark (28%) or fashion stores such as Zara, Oasis, River Island and Ted Baker (27%). A similar proportion of this age group shop at New Look, Topshop and Topman.
- More than four in ten men (44%) would be willing to spend more on jeans that are hard wearing, particularly those aged 25-34. At the same time men are twice as likely as women to buy Levi's branded jeans and those aged 25-34 also prefer other specialist jeans retailers such as Diesel and Superdry. These consumers are most likely to spend more on jeans that are hard wearing and to spend over £100 if they find a great fitting pair of jeans.
- Women are more than twice as likely as men (64% vs. 29%) to find it difficult to find jeans that fit them properly. This is particularly the case for under-35s and could be because they are looking for more tightly-fitting styles.

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