

Jeans - US - November 2014

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"The jeans market has faded into the background. While nearly everyone owns jeans and loves their favorites, consumers are currently indifferent about them given a lack of recent innovation in the category. There is so much opportunity for the industry as a whole to ignite a jeans revolution, and make people care about with their jeans."

– Diana Smith, Senior Research Analyst, Retail and Apparel

This report looks at the following areas:

- Who buys jeans?
- What prevents consumers from buying more jeans?
- What styles and attributes are favored among jeans owners?

The current state of the jeans market is a bit faded, experiencing a slump for the first time in a few years since the popularity of khaki's in the 90s. As a love affair with casual clothing – and casualization in all forms continues – this would typically be a positive factor for the jeans market. However, more people are turning to other forms of casual wear like athletic clothing such as yoga pants and jogger pants or leggings, instead of buying more jeans, especially given a lack of breakthrough new styles or recent innovations.

Some retailers are responding by scurrying to roll out fitness clothing and other athletic wear for leisure purposes and dialing back their denim business, while jeans manufacturers are developing new offerings like stretchy styles in an effort to compete on comfort and stay relevant.

Jeans are classic and ubiquitous, and nearly everyone has a favorite pair. The time is now for leaders in the market to make people fall in love with jeans again, which hopefully results in multiple new favorite pairs closet-wide.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Who buys jeans?

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The implications

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The issues

The implications

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The issues

The implications

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Jeans Enthusiasts (JE)

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Characteristics

Opportunity

Tried & True (TT)

Demographics

Characteristics

Opportunity

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Demographics

Characteristics

Opportunity

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