

Shopping for Jeans - US - October 2012

Scope and Themes



“The jeans market is likely to experience growth as many consumers consider jeans a staple of their wardrobes and buy frequently for replenishment. New styles and the expansion of colored denim have created more product offerings in this category. Furthermore, jeans are increasingly considered acceptable attire in many situations including special occasions where more formal attire may previously have been worn, including many workplaces. These factors are likely to continue to support demand for jeans and generate renewed interest in the category.”

– Ali Lipson, Senior Retail & Apparel Analyst

In this report we answer the key questions:

- **How is the obesity epidemic impacting the jeans industry?**
- **Is the casualization of the workplace creating greater demand for jeans?**
- **How will the growing Hispanic population affect the jeans market?**
- **How can retailers alleviate consumers’ frustrations when shopping for jeans?**

Jeans are a common apparel item in most consumers’ closets. Most jeans owners tend to wear the same pair or pairs regularly, wearing them until they’re worn out. Therefore, a bulk of purchases in this category is for replenishment needs. However, new styles, colors and brands also appeal to more trend-savvy shoppers who like to have greater variety in their wardrobes and own different pairs of jeans for different occasions.

This report builds on the analysis presented in Mintel’s *Jeans – U.S., March 2008* report

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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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Scope and Themes

The purpose of this report is to identify shopping behaviors and consumer attitudes around denim jeans, commonly defined in the clothing industry as a form of casual pants that contain raised seams, often with back pockets sewn on, made from denim or some other durable fabric. Jeans come in various color shades and a variety of cuts, construction, washes, stitching and other designer-driven accretions each of which helps determine their price point at retail.

It is important to note that this report only covers denim pants and includes any exploration of other denim clothing apparel, notably denim skirts, shorts, jackets, or accessories.

For the purposes of this report, Mintel commissioned exclusive consumer insight through GMI to explore consumers' attitudes and behaviors toward shopping for jeans. Mintel was responsible for the survey design, data analysis, and reporting.

Fieldwork was conducted June 12-June 18, 2012 among a sample of 2,000 adults 18+ with access to the internet.

Mintel selects survey respondents so that they are proportionally balanced to the entire U.S. adult population based on the key demographics of gender, age, household income, and region. Mintel also slightly oversamples, relative to the population, respondents that are Hispanic or black to ensure an adequate representation of these groups in our survey results. Please note that Mintel's exclusive surveys are conducted online and in English only. Hispanics who are not online and/or do not speak English are not included in our survey results.

Mintel also has analyzed data from Experian Consumer Research, using the Simmons National Consumer Study (NCS) and the Simmons National Hispanic Consumer Study (NHCS). The NCS/NHCS was conducted January 2011 - March 2012, and results are based on the sample of 24,330 adults aged 18+, with results weighted to represent the U.S. adult population.

While race and Hispanic origin are separate demographic characteristics, Mintel often compares them to each other. Please note that the responses for race (white, black, Asian, Native American, or other race) will overlap those that also are Hispanic, because Hispanics can be of any race.

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