

Jeans in France

November 2023

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Jeans in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans fall into a volume slump following a strong rebound after the pandemic

New jeans face competition from the second-hand trend

Levi's maintains its top place, thanks to status symbol popularity

PROSPECTS AND OPPORTUNITIES

Jeans set to slowly reinvent themselves, mainly in menswear

Athleisure and "déconsommation" trends will continue to challenge traditional jeans

"Made in France" offers rebound potential for jeans

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