

Jeans in Denmark

November 2023

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Jeans in Denmark - Category analysis

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2023 DEVELOPMENTS

Jeans volume sales fall into decline as economy weakens Men's standard jeans outperforms men's economy and premium jeans Eco-labelling gains prominence

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Jeans to witness recovery as economy bounces back Sustainable trend will drive demand for second-hand jeans sales Strong preference for brands to prevail in jeans

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