



Euromonitor
International

Jeans in Colombia

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation drives consumers towards value-seeking behaviour

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives value-seeking behaviour

Contraband pressures reshape manufacturing landscape

High environmental impact of jeans drives brands to adopt circular practices

Chart 2 - Circular Fashion Gains Momentum in Colombia

WHAT'S NEXT?

Shifts in consumer purchasing power set to drive steady value sales

Sustainability expected to reshape the future of jeans production

Digital transformation anticipated to enhance the shopping experience

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Landscape remains fragmented, while Levi's gradually strengthens its local presence

Truccos Jeans embodies inclusive sizing with its new product lines

CHANNELS

Retailers invest in point-of-sale activations to drive engagement

E-commerce grows steadily through convenience, flexibility and digital transformation

Emerging retail concepts leverage immersive experiences to drive sales

PRODUCTS

Market polarisation is driving brands to innovate with lifestyle-driven product offerings

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Colombia - Industry Overview

EXECUTIVE SUMMARY

Versatile fashion drives growth amid economic polarisation

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Modest growth amid economic pressure and market polarisation

Chart 5 - Market Polarisation Shifts Consumer Expenditure

Discount-driven activations intensify competitive pressure

Chart 6 - Discount-Driven Environment

New formal trend in Colombia merges comfort with elegance

Chart 7 - adidas Exemplifies Comfort Meets Elegance to Create New Formal

WHAT'S NEXT?

Sustainability to become key purchase driver

Chart 8 - Analyst Insight

Personalisation and experiential retail to attract consumers

Live shopping and social media to drive engagement

COMPETITIVE LANDSCAPE

Ultra-fast fashion and local brands drive fragmented landscape

Product innovation addresses functional needs

CHANNELS

Offline retail dominates as omnichannel strategies gain importance

Falabella enhances in-store experience to remain competitive

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Colombia 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Colombia 2025

Chart 12 - Consumer Landscape in Colombia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jeans-in-colombia/report.