Jeans in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Positive growth for two consecutive years
Casual and Y2K trends underpin growth
Premium jeans brands make careful collaborations

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Little movement expected for jeans in the forecast period
Kaihara leads jeans brands to premiumise
Sustainability through water reduction and upcycling

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Apparel and Footwear in Japan - Industry Overview

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SOURCES

Summary 1 - Research Sources

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