KEY DATA FINDINGS

2022 DEVELOPMENTS
Jeans experiences recovery as the pandemic situation is stable
Gap Inc announces its re-entry to India through Reliance Brands Limited
Disruption to supply chains results in inflationary pressure on raw materials

PROSPECTS AND OPPORTUNITIES
Premium jeans to offer opportunities for denim retailers on the back of aspirational consumers
E-commerce set to rise, yet offline presence will remain key for growth during the forecast period
Casualisation trend, which has benefited athleisure clothing, will pose a challenge to jeans over the forecast period

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EXECUTIVE SUMMARY
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SOURCES

Summary 1 - Research Sources

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