

Jeans in Thailand

November 2023

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Jeans in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Levi's retains its leading position in jeans category with strong performance across APAC in 2023

Concept stores proving popular for sales of jeans

Celebrity brand ambassadors play a key role in driving sales while players continue to invest in their online presence

PROSPECTS AND OPPORTUNITIES

Jeans likely to remain a popular staple in the wardrobes of Thai consumers

New brands expected to enter the market while existing players focus on distribution agreements

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