

# Jeans in Taiwan

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Streetwear and Y2K fashion trends continue to drive demand and shape innovation  
Growing use of functional denim fabrics helps to reduce seasonality  
Premium and super premium jeans outperform economy segment in volume terms

#### PROSPECTS AND OPPORTUNITIES

Greater fragmentation should stimulate investment in brand differentiation strategies  
Efforts to improve sustainability credentials will remain focused on water usage  
Brand owners will continue to invest heavily in OMO strategies

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