

Jeans in Brazil

March 2023

Table of Contents

Jeans in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Second consecutive year of growth for jeans, with value driven by high inflation
New styles of jeans drive sales, while players seek to reduce environmental impact
New initiatives to reduce pain point of online ordering

PROSPECTS AND OPPORTUNITIES

Challenges presented by athleisure trend expected to remain relevant for jeans
Despite changing fashion trends, jeans is expected to remain timeless piece of apparel in consumers' wardrobes
Brazilian producers of jeans set to further lead fabric innovation

CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2017-2022
Table 2 - Sales of Jeans by Category: Value 2017-2022
Table 3 - Sales of Jeans by Category: % Volume Growth 2017-2022
Table 4 - Sales of Jeans by Category: % Value Growth 2017-2022
Table 5 - Sales of Men's Jeans by Category: Volume 2017-2022
Table 6 - Sales of Men's Jeans by Category: Value 2017-2022
Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2017-2022
Table 8 - Sales of Men's Jeans by Category: % Value Growth 2017-2022
Table 9 - Sales of Women's Jeans by Category: Volume 2017-2022
Table 10 - Sales of Women's Jeans by Category: Value 2017-2022
Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2017-2022
Table 12 - Sales of Women's Jeans by Category: % Value Growth 2017-2022
Table 13 - NBO Company Shares of Jeans: % Value 2018-2022
Table 14 - LBN Brand Shares of Jeans: % Value 2019-2022
Table 15 - Forecast Sales of Jeans by Category: Volume 2022-2027
Table 16 - Forecast Sales of Jeans by Category: Value 2022-2027
Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2022-2027
Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2022-2027
Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2022-2027
Table 20 - Forecast Sales of Men's Jeans by Category: Value 2022-2027
Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2022-2027
Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2022-2027
Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2022-2027
Table 24 - Forecast Sales of Women's Jeans by Category: Value 2022-2027
Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2022-2027
Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2022-2027

Apparel and Footwear in Brazil - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2017-2022
Table 28 - Sales of Apparel and Footwear by Category: Value 2017-2022

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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-brazil/report.