



Jeans in India

January 2023

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Jeans in India - Category analysis

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
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