

# Jeans in Singapore

January 2023

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## Jeans in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Jeans are back in style

Changing styles, with a move to a more relaxed fit

A decline in department store sales leads to a consolidation of players and diffusion lines

#### PROSPECTS AND OPPORTUNITIES

Low-rise jeans are making a comeback

Sustainability evident, but takes a back seat as players compete primarily on pricing

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