



# Jeans in Colombia

November 2023

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## Jeans in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Colombian jeans are world renowned and a favourite souvenir among tourists  
Colombia experiences a resurgence in vintage jeans trends  
Post-pandemic consumers seek comfort, posing a challenge for jeans manufacturers

#### PROSPECTS AND OPPORTUNITIES

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Promotions continue attracting price conscious consumers  
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