



# Jeans in Austria

November 2023

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## Jeans in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stabilisation and the reuse trend sees retail volume sales drop

High brand recognition and wide availability help Fishbone, Levi's and Amisu to remain ahead of the field

Higher-end jeans for workwear stimulate premium and super premium sales

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Moves to minimise waste in jeans

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