



Jeans in Germany

December 2023

Table of Contents

Jeans in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Levi's maintains its brand leadership in jeans in Germany
Higher-end jeans categories see the best performances
Omnichannel is slowly but steadily shaping the future of jeans shopping

PROSPECTS AND OPPORTUNITIES

The future of jeans is customisable
Rent and repair jeans to become mainstream within the premium segment
Trousers to continue taking space in German fashion

CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2018-2023
Table 2 - Sales of Jeans by Category: Value 2018-2023
Table 3 - Sales of Jeans by Category: % Volume Growth 2018-2023
Table 4 - Sales of Jeans by Category: % Value Growth 2018-2023
Table 5 - Sales of Men's Jeans by Category: Volume 2018-2023
Table 6 - Sales of Men's Jeans by Category: Value 2018-2023
Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 8 - Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 9 - Sales of Women's Jeans by Category: Volume 2018-2023
Table 10 - Sales of Women's Jeans by Category: Value 2018-2023
Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 12 - Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 13 - NBO Company Shares of Jeans: % Value 2019-2023
Table 14 - LBN Brand Shares of Jeans: % Value 2020-2023
Table 15 - Forecast Sales of Jeans by Category: Volume 2023-2028
Table 16 - Forecast Sales of Jeans by Category: Value 2023-2028
Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 20 - Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 24 - Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Apparel and Footwear in Germany - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 28 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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-germany/report.