

# Jeans in Sweden

November 2023

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## Jeans in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Due to the durable nature of jeans, consumers postpone purchases  
Growth for premium jeans due to strong distribution and discounted prices  
Lager 157 and Zara perform well, offering appealing prices during inflation

#### PROSPECTS AND OPPORTUNITIES

The mature market and discounted prices will challenge retail value growth  
Discounting blurs the lines between standard and premium jeans  
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