

# Jeans in Singapore

November 2023

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## Jeans in Singapore - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fashion trends contribute to continued growth for jeans

Jeans sees good growth as the casualwear trend continues to gain traction

Due to consumer concern, more brands offer sustainable jeans

## PROSPECTS AND OPPORTUNITIES

Jeans are increasingly being purchased online
Uniqlo set to maintain its leading position
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