

# Global market review of denim and jeanswear - forecasts to 2023

2019 edition (revised and updated)

just  
-style



# Global market review of denim and jeanswear - forecasts to 2023

**By**

**Malcolm Newbery,**

**Owner and Principal of Malcolm Newbery Consulting Ltd**

**And**

**Wenyu Wang,**

**Associate Consultant to Malcolm Newbery Consulting Ltd**

**December 2018**

Published by  
Aroq Limited  
Aroq House  
17A Harris Business Park  
Bromsgrove  
Worcs  
B60 4DJ  
United Kingdom

Tel: +44 (0)1527 573 600  
Fax: +44 (0)1527 577 423  
Web: [www.just-style.com/market-research/](http://www.just-style.com/market-research/)

Registered in England no: 4307068

## **Copyright statement**

© 2018 All content copyright Aroq Limited. All rights reserved.

This publication, or any part of it, may not be copied, reproduced, stored in a retrieval system, or be transmitted in any form by any means electronic, mechanical, photocopying, recording or otherwise without the prior written permission of Aroq Limited. This report is the product of extensive research work. It is protected by copyright under the Copyright, Designs and Patents Act 1988. The authors of Aroq Limited's research reports are drawn from a wide range of professional and academic disciplines. The facts within this report are believed to be correct at the time of publication but cannot be guaranteed. All information within this study has been reasonably verified to the author's and publisher's ability, but neither accept responsibility for loss arising from decisions based on this report.

## **just-style.com membership**

At just £1 for a 30-day trial, you will gain access to a growing portfolio of exclusive members only content, including a constantly updating stream of news, feature articles and analysis. Established in 1999, just-style has rapidly evolved into the premier source of global news, analysis and data for busy senior executives. For details of the current special joining offer visit: [www.just-style.com/offer.aspx](http://www.just-style.com/offer.aspx)

# CONTENTS

<b>Executive summary</b>	<b>2</b>
About this edition	2
Purpose of the denim and jeans report	2
Trends and issues	2
The world jeans market by value, 2018 and 2023	3
Jeans price architecture	3
The world jeans market by volume, 2018 and 2023	3
The selected country markets	3
Jeans supply chain and trade	3
Denim capacity and trade	4
Cotton growing and international trade	4
<b>Report methodology</b>	<b>6</b>
Quantification of the jeans market	6
Geographical world regions	7
<b>Chapter 1: The world jeans market by value</b>	<b>9</b>
The world jeans market value, 2018 estimate	9
The world jeans market value, 2023 forecast	9
Time lines and growth percentages for value	10
The concept of the just-style time line	10
Time line 2013-2023: the jeans market in value	11
Jeans price architecture	12
The pricing onion in the retail jeans market	12
The price-fashion matrix	13
<b>Chapter 2: The world jeans market by volume</b>	<b>16</b>
The world jeans market volume, 2018 estimate	16
Average prices and consumption per person figures	16
The world jeans market volume, 2023 forecast	17
Time lines and growth percentages for volume	18
The importance of the just-style time line in units	18
Time line 2013-2023: the jeans market in volume	18
Selected countries, the denim and jeans situation	19
United States	20
China	20

# CONTENTS

India	21
Brazil	21
Russia	22
Time line 2013-2023: the jeans market in percentage growth	22
<b>Chapter 3: Supply chain, trade and capacity</b>	25
Jeans and denim supply chain analysis	25
Retailers, brands, jeans manufacturers, and denim weavers	25
Most common jeans supply chain models	26
Consumption, production and international trade in jeans	26
Consumption through organized retail or thorough the black or grey economy	26
Production of jeans across the world	27
Jeans imports and where they come from	28
Denim capacity worldwide	30
Difficulties in calculating denim production and capacity	30
Denim weaving capacity	30
The major denim mills around the world	32
Denim international trade	35
Jeans and denim trade	35
Denim exports	35
Denim imports	38
Cotton growing and international trade	39
Who grows the cotton?	39
Cotton prices	40
The China effect, on cotton, denim and jeans	40
<b>Chapter 4: Pen pictures of the jeans market</b>	42
The 5 pocket straight leg men’s western jean	42
History	42
Basic	43
Functional	44
Authenticity	45
Fashionable	46
Women’s skinny jeans	47
History	47

# CONTENTS

Mainstream	49
Functional	51
Fashionable	53
<b>Conclusion</b>	<b>55</b>
Flared jeans	55
History	55
Basic	56
Fashionable	57
Fad	60
<b>Chapter 5: Industry trends and issues</b>	<b>63</b>
The jeans consumer, attitudes, trends and issues	63
Design and product, attitudes, trends and issues	64
CSR, attitudes, trends and issues	67
Business, attitudes, trends and issues	69

# LIST OF TABLES & FIGURES

Trading exchange rates	6
Table 1: World jeans market in US\$bn, 2018 estimate	9
Table 2: World jeans market in US\$bn, 2023 forecast	10
Table 3: World jeans market time line, 2013-2023 in US\$bn	11
Table 4: World jeans market time line, US\$ cumulative percentage growth	11
Table 5: World jeans market, 2018, in price bands	12
Figure 1: Price fashion matrix for jeans, consumer attitudes	13
Table 6: World jeans market, units millions, 2018 estimate	16
Table 7: World jeans market, units millions, 2023 forecast	17
Table 8: World jeans market time line, 2013-2023 in units millions	18
Table 9: World jeans market time line, units millions and cumulative percentage growth	19
Figure 2: Supply chain, producer to consumer	25
Table 10: Major jeans manufacturing countries, 2017, by pieces produced	27
Table 11: US imports of denim jeans, ranked by country of source in units	28
Table 12: European imports of denim jeans, ranked by country of source	29
Table 13: Denim weaving capacity estimate for 2017	31
Table 14: Denim fabric exports, ranked by leading supplying country 2017, as a % of US\$ values	36
Table 15: Denim fabric imports, ranked by leading supplying country 2017, as a % of US\$ values	38
Table 16: World cotton growing (millions of bales)	39
Table 17: Cotton production and the Cotlook Index	40
Figure 3: Jeans brand matrix for 5-pocket straight leg jeans	43
Figure 4: Jeans brand matrix for women's skinny jeans	49
Figure 5: Jeans brand matrix for women's flared jeans	56
Table 18: Jeans product categories and consumer attitudes	63

# EXECUTIVE SUMMARY

## Executive summary

### About this edition

This edition of just-style's denim report is based upon the previous (2017) edition. We have fully revised and updated the consumer market and industry trends chapters, but kept the supply chain and product profile chapters as per the 2017 edition.

### Purpose of the denim and jeans report

This just-style updated report is intended to provide worldwide market knowledge about the denim and jeans industry for people working in it. It also delivers insightful views on the issues affecting future business decision making for denim and jeans executives.

### Trends and issues

As this is an update, the Executive Summary starts with recently updated issues for denim and jeans executives. They fall into five categories:

- Consumers
- Design and product
- Technology, operations and the supply chain
- Corporate social responsibility
- Business issues

The marketing material that jeans brands are pushing at the consumer is "go your own way". But this means that there are no trends, which makes a mockery of concentration on differentiating your brand through design and product. Within design and product, it selling of authenticity and heritage shows no sign of abating. The "fashion" for organic shows no sign of abating, although the reality is that the fabrics are increasingly using less cotton. Operations and supply chains continue to exert the minds of jeans executives, although this has become merged with a frenzy for new environmentally friendly processes in fabric weaving and finishing. It is very CSR driven. Finally, all of this is being driven within a business situation in which the developed world is experienced slow growth and a lot of retailer pain. But the growing regions are showing an exuberant panache for "showing off", which is NOT very CSR.

It's a confusing situation in which to be making strategic marketing and investment decisions.

# CHAPTER 1: THE WORLD JEANS MARKET BY VALUE

## Chapter 1: The world jeans market by value

### The world jeans market value, 2018 estimate

#### Introduction and explanation

In this update of the April 2017 denim and jeans report, all the US\$ value figures are estimates at retail prices. That means the price paid by the consumer including any sales taxes. The unit millions figures are pairs of jeans for men women and children. Estimates for parts of the world where market research data does not exist are based on average consumption (purchases) of jeans per person (including for children) per year. Some unit numbers have changed from previous editions for years after 2016. The main reason for this is due to changes in exchange rates, which affect the unit estimates.

#### World jeans market 2018

The world jeans market for 2017 is worth US\$56.55 bn. The manner in which it is subdivided by continents is given in Table 2.

**Table 1: World jeans market in US\$bn, 2018 estimate**

	World	North America	Europe and Turkey	Asia	South America	Rest of the World
<b>2018</b>	57.30	20.10	19.75	11.98	4.20	1.27
<b>2018 as a%</b>		35%	34%	21%	7%	2%

Source: just-style.com

Europe accounts for US\$19.75bn of the total, and North America for US\$20.10bn. Together they have a combined share of 69% of the world total, even though the population in those two continents represents less than 15% of the world total. The percentage share held by Asia is 21%, and the combined share of South America and the Rest of the World is just under 10%. In macro-economic terms, although the share of the market held by the developed world is declining, it is declining gradually. It takes a very long time for industry shares to change considerably.

### The world jeans market value, 2023 forecast

By 2022, the world jeans market will have grown from US\$56.55bn to be worth US\$59.46bn.