

# The US Denim Market: Size, Trends and Forecasts (2017-2021)

November 2017



# The US Denim Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# The US Denim Market: Coverage

## Scope of the Report

Attributes	Details
Title	The US Denim Market : Size, Trends & Forecasts (2017-2021)
Market Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2017-2021
Competition in the Market	Fragmented
Key Players	Levi Strauss & Co., VF Corporation, American Eagle Outfitters, Gap Inc.

# The US Denim Market

## Executive Summary

Denim is a fabric that is mainly used in the manufacturing of jeans. It is manufactured using cotton twill. This particular fabric is used worldwide to make other apparels as well such as jackets, shirts, purses, bags, jeans and many other accessories for men and women belonging to all age groups. However, jeans in particular is the garment that has given this fabric an identity.

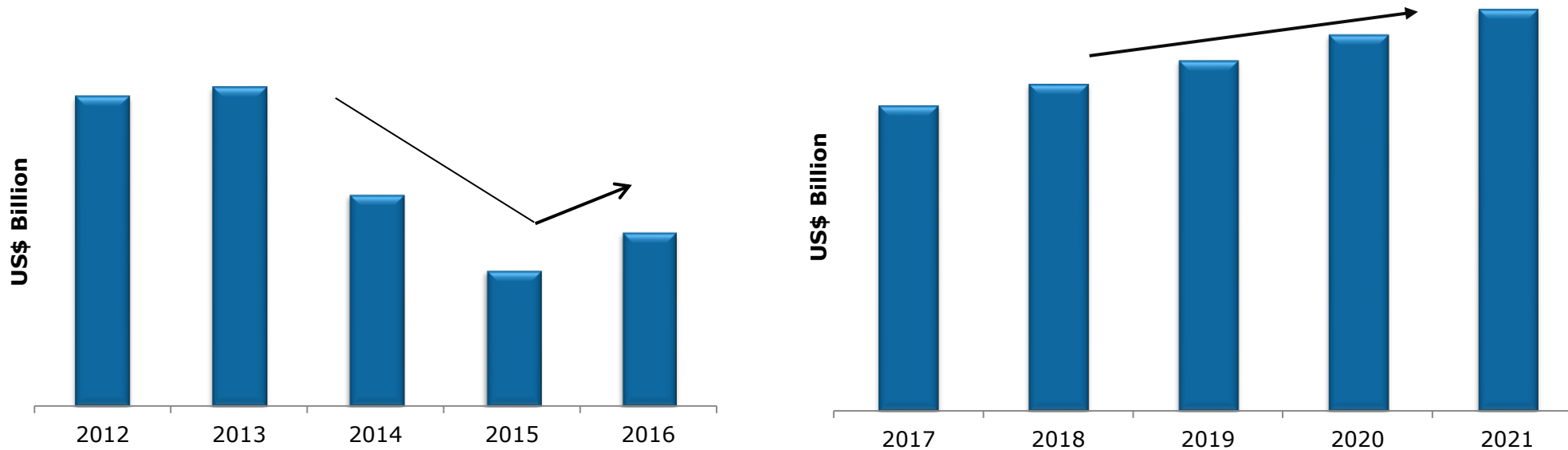
The US denim market can be divided on the basis of product type, price range and consumer type. On the basis of product type, the market can be divided into regular fit, slim fit and loose fit. On the basis of price range, the market can be segmented into economy, standard, premium and super premium. On the basis of consumer type, the market can be divided into men, women and children.

The US denim market is expected to increase at high growth rates during the forecast period (2017-2021). The US denim market is supported by various factors such as increasing disposable income, increasing prominence of casual wear in corporates and consumer preference switching to denim jeans from yoga pants in recent years.

However, spending in US shifting from apparels to big ticket items, vulnerability to economic conditions and continuously changing consumer preferences are some of the challenges faced by the market. Spike in manufacturing of denims with recycled fabrics, increase in popularity of tailor made customer services and increase in sales of apparels via online platforms are some of the latest trends existing in the market.

# The US Denim Market: Value Analysis

## The US Denim Market by Value

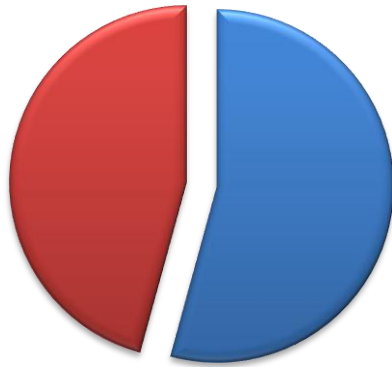


CAGRs	
2012-2016	xx%
2017-2021	xx%

The US denim market, valued at US\$... billion in 2016, increased as compared to US\$... billion in 2015 at a CAGR of ...% from 2012 to 2016. The US denim market is anticipated to reach up to US\$... billion by 2021 from US\$... billion in 2017..

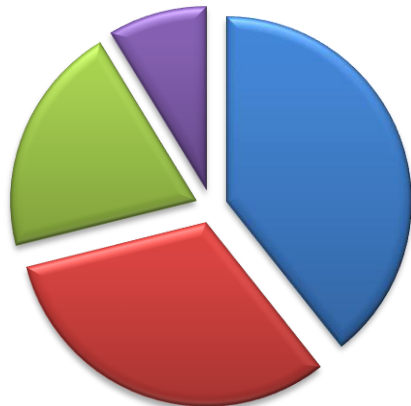
# The US Denim Market: Value Analysis

## The US Denim Market Value by Consumer Type ; 2016



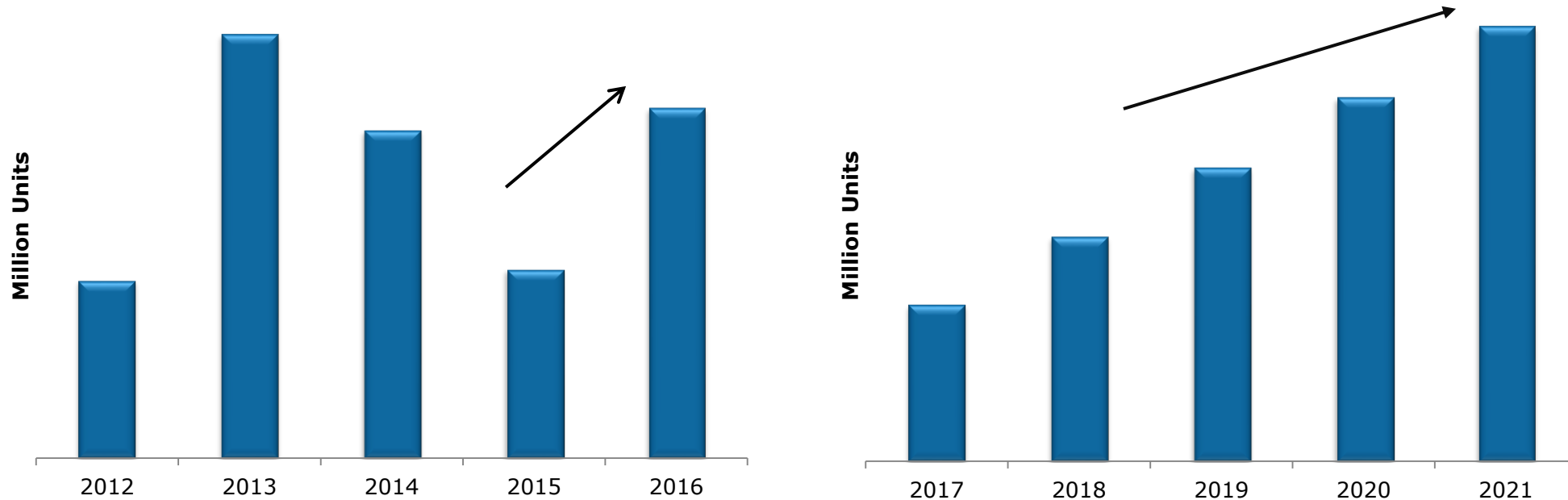
Segments	Share	CAGRs
Women	xx%	xx%
Men	xx%	xx%

## The US Women Denim Market Value by Segments; 2016



# The US Denim Market: Volume Analysis

## The US Denim Market by Volume

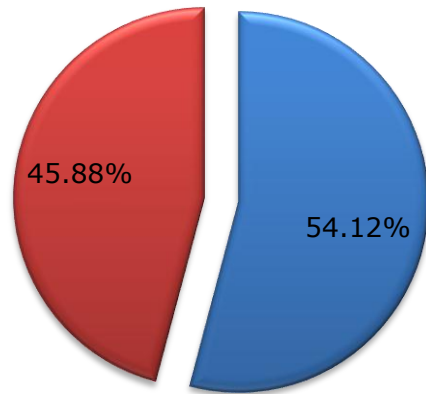


CAGRs	
2012-2016	xx%
2017-2021	xx%

A total of ... million units of denim jeans were produced in 2016 in the US in comparison to ... million units of denim jeans in 2015. It is anticipated that the production of denim jeans in the US would reach to ...million units by 2021.

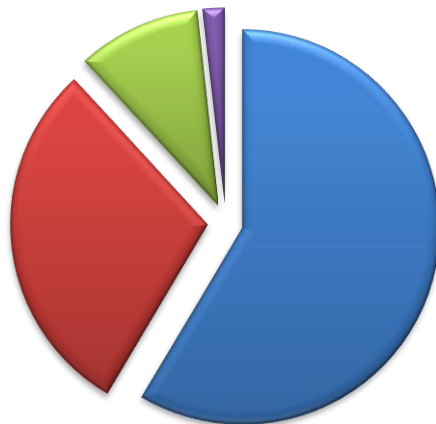
# The US Denim Market: Volume Analysis

## The US Denim Market Volume by Consumer Type ; 2016



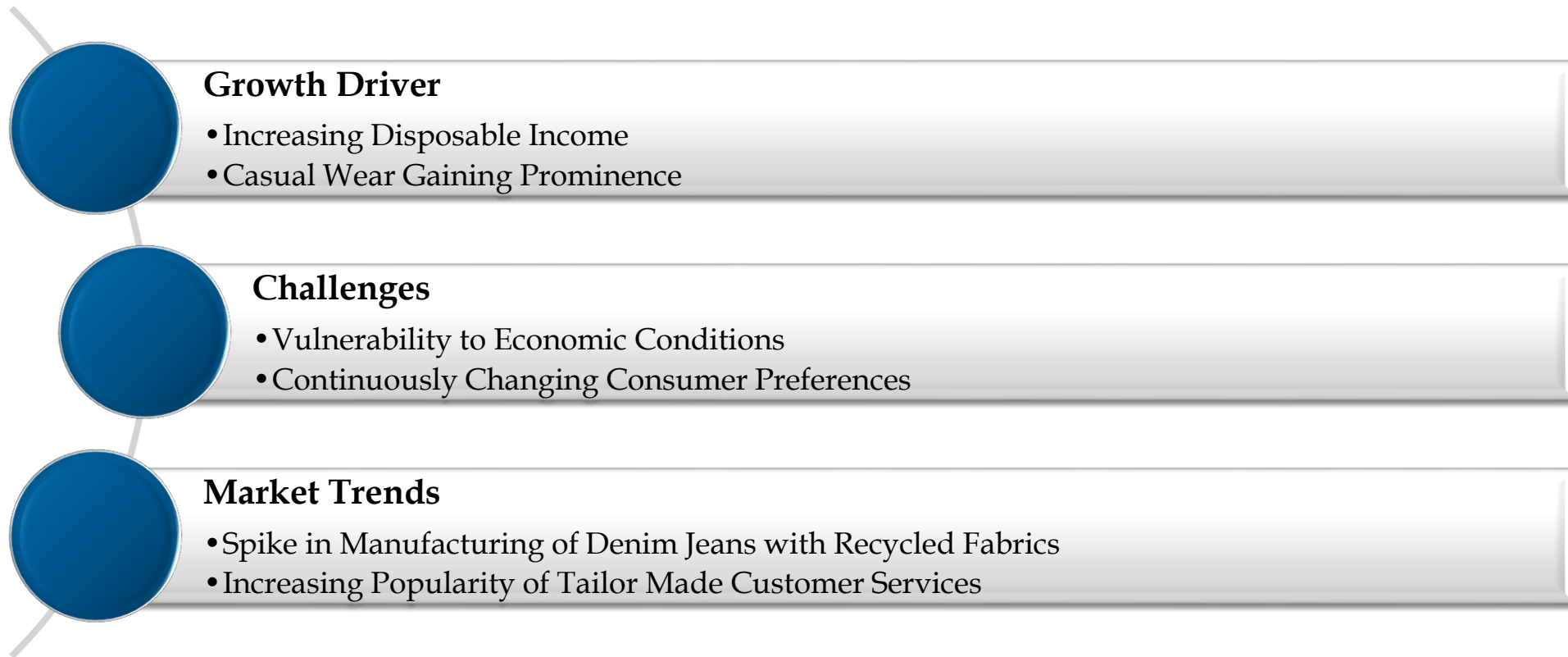
Segments	Share	CAGRs
Women	xx%	xx%
Men	xx%	xx%

## The US Women Denim Market Volume by Segments; 2016





# The US Denim Market: Dynamics



# The US Denim Market: Competitive Landscape

## Players Profiled

- Levi Strauss & Co.



- VF Corporation



- American Eagle Outfitter



- Gap Inc.



Note: The graphs on this slide are only for sample representation.