



Euromonitor  
International

# Jeans in Sweden

January 2025

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## Jeans in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Jean sales are postponed as the rising cost of living shapes purchasing habits

The economy and standard segments perform well, as Bestseller Sverige AB retains its lead

Consumers are increasingly aware of durability, quality, and eco-friendly practices

#### PROSPECTS AND OPPORTUNITIES

Challenges to retail volume growth will include market maturity and discount pricing

In-store is set to focus on customer services, while retail e-commerce improves its functionalities

Discounting blurs the lines between standard and premium jeans

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