



# Jeans in Canada

February 2026

Table of Contents

## Jeans in Canada - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Positive momentum in jeans category

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Divergent consumer spending and lower inflation and interest rates boost sales

Sustainability and ethical concerns drive value sales

Chart 2 - US-Based Sustainable Brand Reformation Expands with New Store in Canada

Strong growth in super premium jeans

Chart 3 - Levi's Expands Premium Reach with Holt Renfrew Luxury Department Store Partnership

Macroeconomic shifts and demand for functionality drive engagement with challenger brands

#### WHAT'S NEXT?

Premium and super premium jeans will see increased competition and growth

Chart 4 - Analyst Insight

Sustainability expected to reshape business strategies

AI adoption set to drive future growth

#### COMPETITIVE LANDSCAPE

Private label and Gap lead

DUER's sustainable comfort strategy drives expansion

Prada acquires Versace as Capri refocuses on Michael Kors

Chart 5 - DUER Expands with New Store in Victoria BC in 2025

#### CHANNELS

Offline retail maintains lead despite e-commerce gains

#### COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Canada - Industry Overview](#)

#### EXECUTIVE SUMMARY

Apparel and footwear market sees modest gains as macroeconomic pressures ease

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Lower inflation and interest rates boost consumer spending

Chart 7 - Shapermint: US-based Women's Underwear Brand Launches in Canada

Mine & Yours launches pop-ups to cater to resale trend

Chart 8 - Mine & Yours: Canadian Luxury Resale Player Launches Resale Pop-Ups

Market dynamics driving success for challenger brands

#### WHAT'S NEXT?

AI adoption to drive market evolution

Chart 9 - Analyst Insight

Rising incomes fuel luxury market expansion

Sustainability drives brand appeal among Generation Z consumers

Apparel maintains dominance as largest category

Sportswear will remain the fastest growing category

## COMPETITIVE LANDSCAPE

Lululemon and private label lead with strong brand presence  
Gildan Activewear and Hanesbrands merger creates new entity

## CHANNELS

Offline retail dominates despite ecommerce growth  
E-commerce emerges as fastest-growing channel with strong sales

## PRODUCTS

Hugo Boss launches new store and capsule collection  
Prada advances sustainability with Re-Nylon collection  
Joe Fresh responds to value-driven demand with Spring 2025 collection

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030  
Chart 11 - PEST Analysis in Canada 2025

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Canada 2025  
Chart 13 - Consumer Landscape in Canada 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/jeans-in-canada/report](http://www.euromonitor.com/jeans-in-canada/report).