



# Jeans in Brazil

January 2026

Table of Contents

## Jeans in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales of jeans benefit from premiumisation and a focus on sustainability

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Macroeconomic factors drive growth in jeans

Riachuelo's vertically integrated model drives denim sales

Chart 3 - Riachuelo Leverages Scale and In-House Production to Expand Denim Line

AI and tech innovation enhances denim fit and sales

Chart 4 - Santista Têxtil and MySize Launch AI-Powered Sizing Platform

#### WHAT'S NEXT?

Premium brands capitalise on sustainability and celebrity endorsements

Market polarisation set to remain a feature of the market

Technological innovation drives business growth and sustainability

#### COMPETITIVE LANDSCAPE

Riachuelo leads the market through strategic innovations

Strategic opportunities emerge for businesses in the market

#### CHANNELS

Omnichannel strategies drive sales growth in jeans

Retail e-commerce emerges as fastest growing distribution channel

Sustainability and technology set to shape future of jeans retail

#### PRODUCTS

Sustainable innovations drive premiumisation and growth

Chart 5 - Damyller Expands Sustainable Jeans Line in 2025

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Improving economic scenario supports growth in apparel and footwear

#### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Domestic indicators support discretionary spending

Riachuelo expands multi-category fashion to capture demand

Chart 8 - Riachuelo Expands Multi-Category Fashion Offering to Capture Polarised Demand

Renner boosts its sales through an AI-powered omnichannel strategy

Chart 9 - Renner Drives Sales Through AI-powered Omnichannel Strategy

#### WHAT'S NEXT?

Renner and Centauro lead omnichannel expansion

Sustainability and technology set to drive future growth

Polarisation and omnichannel strategies to shape industry

## COMPETITIVE LANDSCAPE

Leading brands maintain share through omnichannel strategies

Market evolution driven by mergers and technological innovation

## CHANNELS

Retail offline remains dominant despite the growth in e-commerce

E-commerce drives growth with AI-powered personalisation and resale platforms

Omnichannel strategies and technological innovation shaping the retail environment

## PRODUCTS

Sustainability shaping product design and material choices

Chart 10 - Osklen Introduces ASAP Concept and Eco-Conscious Collections

Innovative product design drives business growth

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Brazil 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Brazil 2025

Chart 14 - Consumer Landscape in Brazil 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-brazil/report](http://www.euromonitor.com/jeans-in-brazil/report).