



Euromonitor
International

Jeans in the Philippines

January 2026

Table of Contents

Jeans in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Filipino consumers embrace value and innovation when purchasing jeans

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and inclusivity is major trend impacting demand for jeans

Chart 2 - Lee and iAcademy Segunda Mana Collection Driving Through Upcycling

Second-hand fashion surges, driven by digital platforms and sustainability concerns

Chart 3 - Carousell Denim Campaign Promotes Thrift Culture Among Generation Z

AI and tech innovation enhance online shopping experience

WHAT'S NEXT?

Durability and eco-consciousness to shape jeans over the forecast period

Chart 4 - Analyst Insight

Standard jeans to maintain largest value share, while recording most dynamic growth

Tech-driven personalisation will drive online growth

Chart 5 - Uniqlo's App Tools Like MySize Assist and StyleHint Drive Fashion Digitalisation

COMPETITIVE LANDSCAPE

Incumbents maintain lead through quality and comfort focus

Uniqlo's Fall/Winter collection focuses on sustainable innovation

CHANNELS

Omnichannel strategy helps balance reach for jeans brands

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Sustained expansion through sustainability and strategic adaptation

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong value growth and the realities of market polarisation

Chart 7 - Sandro Paris Debuts in Manila to Target Luxury Shoppers

Sustainability and inclusivity drive product innovation

Chart 8 - Love, Bonito Opens First Physical Store in the Philippines

The rise of agile local players and specialist global entrants

Chart 9 - JD Sports Launches Flagship Store in Philippines, Disrupts Premium Sneaker Retail

WHAT'S NEXT?

Market polarisation to continue, favouring budget-friendly and premium brands

Consumers to drive demand for sustainability and transparency

Chart 10 - Analyst Insight

E-commerce expansion and the evolution of retail engagement

COMPETITIVE LANDSCAPE

Local challenger brands aim to erode global incumbents' leadership

CHANNELS

Offline retail remains dominant despite e-commerce growth
Experience-driven retail concepts to boost growth over forecast period

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Philippines 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Philippines 2025
Chart 14 - Consumer Landscape in Philippines 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-the-philippines/report.