



**Euromonitor
International**

Jeans in Germany

January 2026

Table of Contents

[Jeans in Germany - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Upmarket shift in demand

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Mixed performance across different jeans categories

Economy jeans leads in terms of sales volume

Sustainability drives growth in super premium jeans

Chart 3 - Growing Focus on Sustainability

WHAT'S NEXT?

Rising incomes and sustainability drive super premium sales

Economy jeans to maintain largest share

Super premium jeans to see growth driven by sustainability and innovation

COMPETITIVE LANDSCAPE

Leading companies maintain strength amidst market polarisation

Chart 4 - Jeans Seeing Polarisation

Evolving conditions present opportunities

CHANNELS

Retail offline remains dominant despite e-commerce growth

E-commerce sees significant growth

Sustainability and omnichannel presence drive jeans retail

PRODUCTS

Sustainable practices drive innovation in higher-end jeans

Eco-friendly jeans innovations

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Resale and rental models become increasingly prominent

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Resale and rental models drive sustainable fashion

Apparel demand shaped by preferences for sustainable and affordable fashion

Dynamic growth in resale and rental services

WHAT'S NEXT?

Sustainable practices and technology drive market growth

Chart 7 - E-dress Goes on an Offline Tour for the First Time

Apparel offers stable growth prospects

Sportswear emerges as fastest-growing area driven by technology

COMPETITIVE LANDSCAPE

H&M and C&A maintain lead despite Shein's growth

Zalando's acquisition of About You reshapes e-commerce landscape

CHANNELS

Retail offline leads apparel and footwear sales despite e-commerce growth

Retail e-commerce drives growth with AI-driven personalisation

AI personalisation tools and virtual try-on bolster appeal of e-commerce

Chart 8 - More Personal and Smarter - the Zalando Assistant

PRODUCTS

Sustainability drives innovation in product design

Chart 9 - BFW Joins Forces with CFW to Accelerate the Industry's Sustainability Efforts

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Germany 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Germany 2025

Chart 13 - Consumer Landscape in Germany 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-germany/report.