



**Euromonitor
International**

Jeans in Chile

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on affordability and value drives strong growth in retail volume terms in 2025

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Jeans impacted by market polarisation

Economy jeans dominate sales but second-hand market making inroads

Market polarisation drives growth in affordable jeans

Chart 2 - Levi's Bets on Store Innovation to Strengthen Its Premium Positioning in Chile

WHAT'S NEXT?

Consumers prioritise affordability and sustainability

Market polarisation drives growth in affordable jeans

Second-hand market set to play a growing role in jeans

COMPETITIVE LANDSCAPE

Levi's maintains lead through quality and innovation

No significant mergers or new launches in 2025

CHANNELS

Department stores lead jeans sales through omnichannel presence

Retail e-commerce gains momentum with competitive pricing

No new retail brands or concepts

Chart 3 - Falabella Promotes Responsible Consumption Through Clothing Exchange

PRODUCTS

Levi's drives premium sales with innovative retail experience

Sustainability and inclusivity reshape retail channel mix

Chart 4 - Sustainability and Style Define Bazar Vintage's Success

Falabella promotes circular fashion through clothing exchange

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Chile - Industry Overview

EXECUTIVE SUMMARY

Improving economy and cross-border sales support growth in apparel and footwear

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Premium sportswear drives growth through outdoor trends

Chart 7 - Premium Sportswear Growth Driven by Outdoor and Performance Trends

Argentine consumers boost sales through cross-border shopping

Chart 8 - Apparel and Footwear See Strong Demand from Argentine Consumers

Sportswear the focus of consumer demand

WHAT'S NEXT?

Consumers turning to e-commerce as they demand convenience

Sustainability and premium sportswear set to drive demand for apparel

Premium sportswear set to lead growth with the focus on tech innovation and durability

COMPETITIVE LANDSCAPE

Falabella and adidas lead the competitive landscape

Players look for new opportunities in e-commerce and sustainable product lines

CHANNELS

Falabella and Ripley lead offline retail with strong brand trust

E-commerce gains traction with competitive pricing and variety

Sustainability and affordability drive resale and rental trends

Chart 9 - Circular Fashion Gains Momentum Through Falabella's Trueque Initiative

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Chile 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Chile 2025

Chart 13 - Consumer Landscape in Chile 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-chile/report.