

# Top Trends Driving Denim Sales



COVID-19 lifestyle shifts put some fashion categories on the back burner, as many people gravitated toward sweatpants and pajamas. But as fall approached, and some businesses and most schools reopened, U.S. consumers' attention returned to jeans.

Here's a look at the 6 top trends driving growth in denim:

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## JEANS LOOSEN UP

While skinny jeans are still the most popular silhouette for women, looser options such as relaxed fit and straight leg gained dollar share in both men's and women's.

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## CHANGES IN SIZE

Since jeans are a wardrobe staple, when sizes change, there's a need to replenish. During the pandemic, 40% of women and 30% of men have changed sizes.

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## RISE IN HIGH-RISE

Over the past few years, high-rise has steadily gained market share. It now accounts for a third of denim sales.

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## WARDROBE REFRESH

Jeans are at the top of the shopping list when consumers refresh their wardrobes. Pent-up apparel demand, changing denim trends, and social re-emergence are key drivers of this shopping behavior shift.

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## SIZE INCLUSIVITY

Brands have developed a more inclusive sizing system to address extended size ranges, replacing the traditional classifications of petite, missy, or plus.

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## KEEPING IT CASUAL

One-quarter of consumers said wearing jeans counts as dressing up for them. The pandemic extended the casual trend in the U.S., making jeans acceptable at more formal dress occasions such as the office, church, and theater.

Source: The NPD Group/April 2021 NPD Trend Tracker survey, done in conjunction with NPD partner CivicScience

New work-from-home schedules and more casual outings mean apparel categories will continue to change in a post-COVID-19 world. We can help you monitor — and get ahead of — the trends that matter to your business.

### Questions?

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