

ORIGINAL RESEARCH

Analyzing Consumer Preferences and Market Trends: A Deep Dive into the Denim Industry of Bangladesh

Jaglu Hoque Mridha^{*1}, Shourin Alam Mou², Tasmim Jahan Toma³

¹ Assistant Professor, Department of Apparel Merchandising & Management, International Standard University, Dhaka, Bangladesh

² Lecturer, Department of Apparel Merchandising & Management, International Standard University, Dhaka, Bangladesh

³ Undergraduate Student, Department of Textile Engineering, International Standard University, Dhaka, Bangladesh

* Corresponding author

Abstract

The Bangladesh denim apparel industry is a global player, driven by strategic industrial policies, technological advancements, and a growing consumer base. This research work analyzes consumer preferences and market trends within the sector using transactional data from Standard Textile Group. The quantitative analysis shows shifts in market dynamics, with brands like TCP gaining aggressive expansion, reshaping market shares by 2023. In contrast, traditional leaders like AEO and GAP experienced declines, reflecting the volatility of buyer preferences and competitive pressures. Forecasting models suggest stable yet gradual growth through the mid-2020s, followed by a potential resurgence post-2030, driven by sustainable fashion trends and innovations. This study underscores the importance of adaptive strategies, supply chain optimization, and sustainable practices for maintaining global competitiveness in Bangladesh's denim industry.

Keywords: Denim Apparel, Technological Advancement, Standard Textile Group, Bangladesh.

1 | Introduction

The textile sector in Bangladesh is fundamental to the nation's economy, making substantial contributions to GDP, exports, and employment. It is internationally acknowledged for ready-made clothes (RMG), with denim becoming a crucial growth sector (Quader, 2015). The industry commenced in the 1960s, gaining momentum with the formation of the Bangladesh Textile Mills Corporation in 1972. By the mid-1980s, worldwide demand for casual attire elevated denim to prominence. Trade liberalization in the 1990s facilitated access to sophisticated machinery and raw resources, enhancing product quality, design, and efficiency (Islam & Mia, 2018). Technological developments, like automated spinning and weaving (Rahman, 2019), have improved consistency and capacity. Sustainable methods such as foam dyeing and laser finishing have diminished water and chemical consumption, conforming to international environmental regulations (Karim, 2021). These advancements enabled Bangladesh to emerge as the world's second-largest denim exporter, catering to high-demand markets in the US, EU, and Asia (Standard Textile Group, 2023). Future trends encompass increased automation and the integration of AI and IoT to optimize production and improve supply chain management, alongside investigations into sustainable materials that will shape customer preferences (Hossain, 2022). The sector's flexible expansion and strategic policies prepare it for sustained global competitiveness.

The Bangladesh denim industry faces numerous challenges in the global textile industry, including a lack of comprehensive understanding of consumer preferences and market trends. This research study aims to address these issues by analyzing consumer behavior and market trends through a textile engineering lens. The primary issue is the lack of comprehensive, data-driven insights into the preferences and purchasing behaviors of local and international denim consumers. This gap prevents manufacturers from aligning their products with market demands, potentially leading to inventory surpluses, decreased profitability, and diminished brand loyalty. The textile industry in Bangladesh is at a critical juncture where understanding technological integration and its impact on consumer satisfaction could be key to advancing its global position.

The global denim industry is experiencing a significant transformation, shifting from mass production to flexibility, environmental consciousness, and consumer-centric design. Bangladesh has emerged as a key player in this evolution, transitioning from a secondary supplier to the world's leading denim exporter by early 2026 (Mohammad Mezbah Uddin, Head of Marketing, 2025). The industry is now competing through advanced "green" manufacturing techniques and adapting to changing market dynamics rather than relying solely on low labor costs. Understanding consumer preferences is vital for maintaining this progress. Recent studies indicate a shift among consumers, particularly younger demographics, who prioritize comfort, fabric durability, and ethical transparency over the once-prominent "Made

in Bangladesh" label associated with low prices (Barat & Md. Mazedul Haque, 2024). This consumer behavior correlates with global trends where concepts like "circular fashion" and "waterless dyeing" are becoming mainstream expectations among major brands, including Levi's and H&M (Hossain & Rahman, 2025). However, the Bangladeshi denim industry faces challenges in monetization, often operating as "order takers" rather than "trend setters," primarily due to sourcing approximately 60% of their raw materials from abroad (Abdullah, 2026). This study aims to explore the intersection of consumer expectations and industrial capabilities, proposing a framework for Bangladesh's transition from a volume-driven producer to a value-oriented global leader.

Our Research work aims to analyze consumer preferences and market trends in the Bangladesh denim apparel industry for a particular company, focusing on design, quality, price, and sustainability. It also evaluates current trends, consumption patterns, popular product types, and emerging fashion trends in the industry.

2 | Literature Review

The Bangladeshi denim garment industry is a significant contributor to export revenue and jobs, influenced by sustainability, consumer preferences, and market trends. Sustainability has become a significant issue worldwide and within the denim sector in Bangladesh. Asif (2017) emphasizes the critical necessity for sustainable manufacturing, highlighting environmental and social challenges—substandard working conditions, inadequate salaries, and recurrent accidents—that impede advancement. He advocates for Life Cycle Assessment (LCA) and environmentally sustainable production techniques to enhance sustainability. Consumer decisions are progressively shaped by ethical factors. Islam (2023) observes that although the understanding of environmental and social consequences is increasing, many individuals continue to prioritize cost over ethical considerations. He advocates for enhanced consumer education and marketing that highlight ethical characteristics. Haque and Barat (2024) similarly emphasize quality and comfort as crucial decision-making considerations, especially among young consumers, whose preferences are influenced by globalization and digitalization. Rahman (2023) observes the sector's swift expansion while cautioning against intense rivalry from other low-cost manufacturers. He recognizes the significance of innovation, sustainable products, and digital marketing for sustaining competitiveness. Islam and Halim (2021) emphasize Bangladesh's status as the second-largest denim exporter while highlighting production challenges, such as washing faults, that require resolution to improve efficiency. Akter (2019) asserts that consumer choices,

influenced by quality, pricing, brand reputation, and fashion trends, are important to market success. Fast fashion has intensified the desire for regular product updates and ethically produced garments, compelling companies to reconcile affordability, style, and ethical manufacturing.

Corporate Social Responsibility practices are also essential. White, Nielsen, and Valentini (2017) analyze ethical supply chain management, highlighting that although the acceptance of CSR is increasing, its implementation in underdeveloped nations remains inconsistent. They emphasize concerns such as intricate supply chains, transparency in labour practices, and the equilibrium between profitability and ethics—issues that were starkly illuminated by the Rana Plaza disaster. Corporate Social Responsibility is essential for Bangladesh's denim industry due to its dependence on inexpensive labor and environmentally demanding practices. Executing and conveying sustainable practices can confer a competitive advantage.

The importance of the textile industry in the economy of Bangladesh is very high. Local clothing brands are flourishing on the back of increasing demand from domestic buyers. The rapid growth of the RMG industry in the country has not been sufficiently supported by the growth of backward linkage facilities. Environmental changes, intensive international competition, unpredictable consumer demand, and market trends of variety and short product life cycles, compel the Bangladeshi textile and apparel industry to focus increasingly on the consumer as a way to meet these challenges. So, proper branding and manufacturing a quality product is mandatory to sustain in this global competitive market. Attracting the customer through proper branding with quick response has established new business strategies, new relationships and new procedures to speed the flow of information and merchandise between retailers and manufacturers of apparel and textiles. Applications to both textile and apparel firms are made and a potential structures by which local brands like Cat's Eye, Westecs, Artisti, Kay Kraft, Aarong, Banglar Mela, Dorjibari, Lubnan, Artness, etc., may develop brands potentiality is introduced. (Islam & Khan, 2013)

Denim fabric, traditionally made from 100% cotton indigo dyed warp and white weft yarn, has gained immense popularity and is accepted by all genders, age groups, and professions. The denim industry is fragmented, with Asian manufacturers contributing 60% of the world's denim capacity. Denim jeans are a necessity and essential wardrobe staple due to their comfort and longer life span. They are available in various colors and styles,

transcending age and gender barriers. Denim represents an evergreen fashion trend and is widely endorsed by a wide range of consumers (Lemon, 2018).

At present, denim is one of the most widely manufactured fabrics, and its manufacture involves different processes and complex machinery. The ability of denim to arouse creativity and to adapt to fashion trends is phenomenal, and it is very clear that full cotton indigo denim is here to stay. Sustainability is becoming the key for future growth in all industrial sectors, including denim manufacture. Several measures are being taken by the denim and jeans industry to improve its environmental profile. Denim mills are attempting to develop easy-to-wash fabrics, while industrial laundries are using enzyme or reduced water techniques. Denim, a blend of fashion and technology, is definitely a fabric for today and tomorrow. Its ability to survive over a century is incredible, and this ageless and timeless blue magic material remains eternally young and stands apart as an evergreen favorite. (Paul, 2015)

Denim has become a global staple due to its adaptability and new patterns each season. The Indian consumer market offers a unique opportunity for both domestic and international retailers and wholesalers of denim products due to the rising prosperity in the Indian population and the shift towards high-priced products, particularly denim. The falling cost of denim due to oversupply has made it a bonanza for purchasers, and the buyer's business sector of denim is expected to remain stable for another 5-10 years. Universal brands and retail chains view India as a valuable business sector, with more denim items expected in the coming years. Denim jeans are the most mainstream in apparel, offering a wide range of styles and fashion choices. (Annapoorani, 2017)

Denim, a popular textile, has faced negative ratings, making it crucial to innovate and meet consumer demands. This study aims to explore innovative developments in denim in the local market, consumer awareness of new developments, and understand the properties of denim that lead to dissatisfaction. The research, based on structured interviews with six denim wear designers and questionnaires distributed to female consumers, analyzed factors affecting consumer preference for purchasing denim garments. The sample

size was 183, aged 15-24. Most consumers were unable to purchase their preferred denim garments, and awareness about denim garment innovations significantly impacted their buying behavior. Several product-dominated factors were identified that affected consumer decisions. (Azeez & Nufile, 2021)

Over the past 15 years, the denim industry has made significant efforts to reduce its environmental impact, focusing on preserving water for denim treatment and promoting eco-friendly and sustainable fashion. The market is moving towards fabrics with features like freedom of movement, softness, comfort, and perfect shaping. Social changes have transformed denim into a mainstream lifestyle choice, with consumers seeking luxury products with added values. This paper analyzes current trends and latest technologies to educate consumers on re-valuing their approach and choosing smart products to make the denim market greener. (Profile, 2017)

3 | Methodology

3.1 | Material

- **Order quantity data** from *Standard Group* (2019–2024) for denim products.
- **List of international buyers** of *Standard Denim* products.
- **Statistical tools:** Microsoft Excel.

3.2 | Method

Before conducting the analysis, the company data was meticulously managed and systematically sorted to ensure accuracy and coherence in the subsequent evaluation. The study uses a comprehensive quantitative methods approach to analyze market trends in the Bangladesh denim apparel industry. It meticulously manages and sorts company and survey data to ensure accuracy and coherence. This approach uncovers numerical patterns, providing a robust and nuanced understanding of market dynamics.

3.2.1 | Quantitative Data Collection

Fig. 1 illustrates Standard Textile Group, a leading Bangladeshi textile company, which provided

Years	ABERCROMBIE & FITCH	ASDA	DRESSMANN	GAP	MARKS & SPENCER	OLD NAVY	TOMMY HILFIGER	WESTERN GLOVE WORKS	AEO	LANDS END	TCP
2019	1914042	5104111	3094096	6380138	3190096	3190096	5104111	3190096.2	10846235	5104111	7565166
2020	1856620	6188734	3094367	7426481	3094367	3094367	6188734	3094367.1	11139722	6188734	8664228
2021	1819488	6046960	3032480	7278751	3032480	3032480	6046960	3032479.8	10916927	6046960	9490439
2022	2392552	3987587	3987587	7975173	3987587	3987587	6380138	3987586.5	13557794	6380138	9570208
2023	2560031	4266718	4266718	8628748	4266718	4266718	4266718	4266717.6	12800157	5120061	8533335
2024	2790433	4650722	4650722	7441155	4650722	4650722	4650722	4650722.1	13945127	5588087	9301044

Fig 1: Quantitative Analysis Dataset

quantitative data on denim order volumes from eleven foreign buyers from 2019 to 2024. This data allows a thorough examination of market trends, buyer demand distribution, and growth rates. Python was used for the quantitative study, ensuring accuracy and relevance. The data was meticulously compiled to determine market shares, assess growth trends, predict future demand, and identify demand patterns.

3.3 | Quantitative Analysis

3.3.1 | Trend Analysis (Demand Patterns)

The graph "3.1 Trend Analysis of Denim Order Quantities" shows the increasing demand for denim products by 11 international buyers from the Standard Textile Group between 2019 and 2024. TCP (The Children's Place) experienced exponential growth in order quantities, indicating a strategic pivot. By 2024, TCP's order quantities surpassed those of other brands, indicating an aggressive market expansion or increased consumer demand. Brands like AEO, MARKS & SPENCER, and LAND'S END showed stable but modest growth, suggesting a mature market with stable consumer preferences and brand loyalty. Other buyers like ABERCROMBIE & FITCH, ASDA, and TOMMY HILFIGER showed low and stable order volumes, suggesting a focus on niche market segments or alternative sourcing strategies. The rapid growth of TCP underscores the need for Standard Textile Group to optimize its supply chain to meet the capacity and quality demands of high-volume buyers. The flat growth among lower-volume buyers also suggests opportunities for growth through specialized offerings or emerging consumer trends in niche markets. The key challenge for Bangladesh's denim sector is balancing the needs of high-growth buyers like TCP while exploring untapped potential with other international brands.

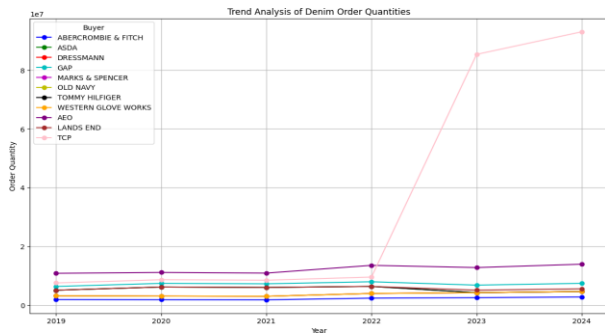


Fig 2: Trend Analysis of Denim Order Quantities

3.3.2 | Market Share Analysis (Buyer Demand Distribution)

The Bangladesh denim apparel industry's market share analysis from 2019 to 2024 reveals significant changes

and dynamics. As shown in Fig 4, the market in 2019 was notably competitive, with AEO leading the market with 19.8%, while TCP and Abercrombie & Fitch held 13.8% and 9.3% respectively. Other brands like GAP and DRESSMANN also had a presence, while brands like LANDS END, ASDA, and Tommy Hilfiger captured 9.3%.

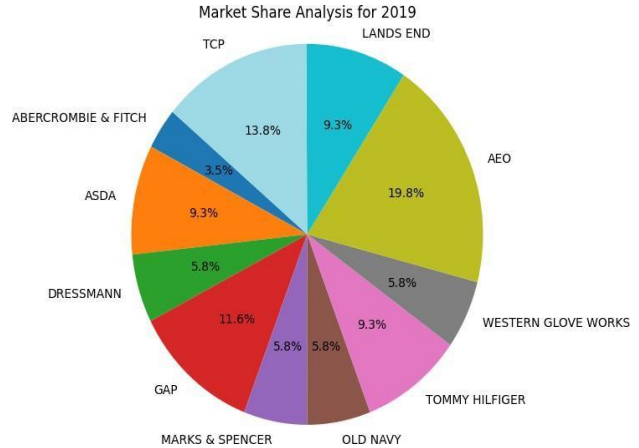


Fig 3: Market Share Analysis for 2019

As depicted in Fig 5, in 2020 TCP increased its market share to 14.4%, while AEO's share declined to 18.6%. GAP's presence rose to 12.4%, while Abercrombie & Fitch and LANDS END maintained their shares. The industry remained competitive, despite market fluctuations.

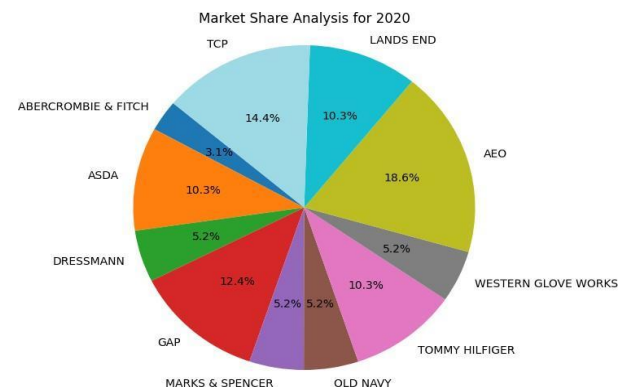


Fig 4: Market Share Analysis for 2020

As illustrated in Fig. 6, in 2021, the market experienced stability, with AEO leading at 18.6%, TCP securing 14.4%, GAP and LANDS END holding 12.4% and 10.3% respectively. Brands like Abercrombie & Fitch, ASDA, and Tommy Hilfiger maintained strong market shares, indicating a diversified consumer preference. The consistent market shares of brands like these suggest a stable yet competitive environment.

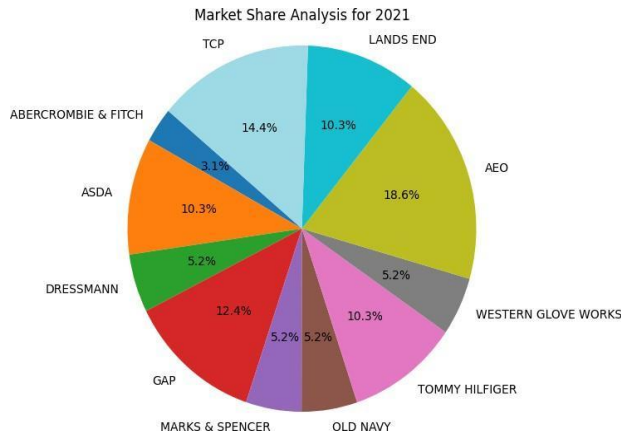


Fig 5: Market Share Analysis for 2021

As shown in Fig 7, in 2022 the market dynamics shifted, with AEO increasing its market share to 19.8%, indicating a rise in consumer preference for denim products. TCP also grew, capturing 14.0% of the market. GAP experienced a slight decline to 11.6%, while LANDS END saw a modest decrease to 9.3%. Brands like ASDA and DRESSMANN saw modest increases, possibly due to strategic market expansions or repositioning efforts.

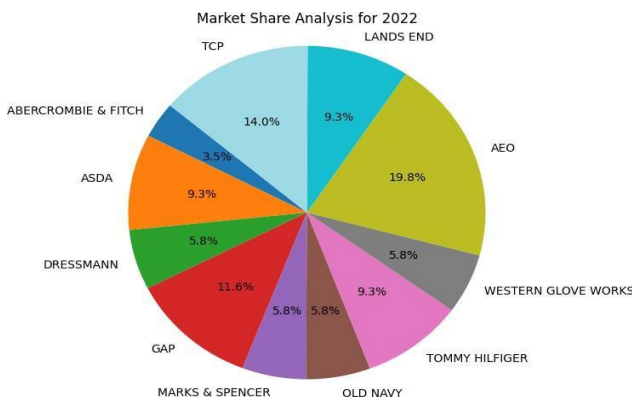


Fig 6: Market Share Analysis for 2022

As depicted in Fig. 3.6, in 2023, the denim market experienced a significant transformation, with TCP gaining a 61.7% market share, indicating a realignment in buyer demand or strategic overhaul. AEO's market share dropped to 9.3%, possibly due to competitive pressures, supply chain challenges, or evolving consumer trends. LANDS END maintained a stable 3.7% share, indicating a potential narrowing of its market segment. Brands like GAP, Western Glove Works, and Tommy Hilfiger saw their market shares converge to 4.9%, indicating a more even distribution of demand.

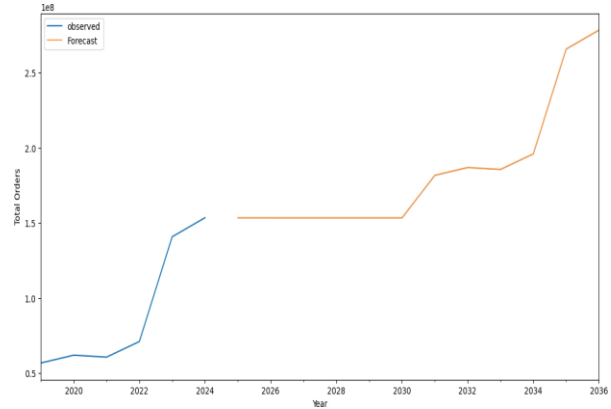


Fig 7: Market Share Analysis for 2023

Finally, as shown in Fig. 9, in 2024, TCP remained dominant at 61.7%, demonstrating its successful strategies in capturing market demand. AEO held steady at 9.3%, while LANDS END remained at 3.7%. Other brands, like GAP, Abercrombie & Fitch, and Tommy Hilfiger, maintained marginal market shares, indicating a market consolidated around leading players.

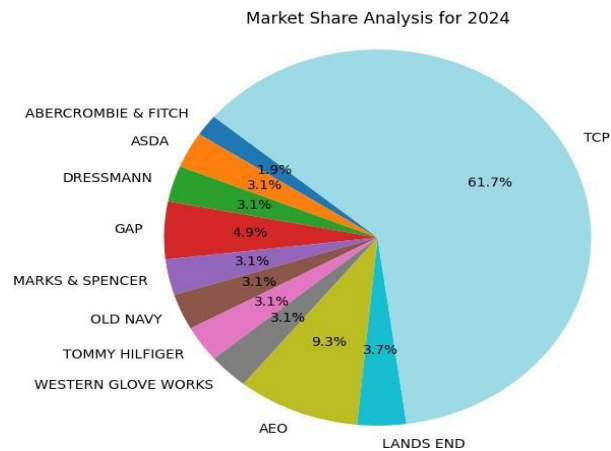


Fig 8: Market Share Analysis for 2024

The Bangladesh denim market has experienced significant consolidation since 2023, with TCP's market share having surged due to aggressive strategies, such as strategic partnerships and economies of scale. AEO's decline reflects the volatility of consumer preferences and competitive pressures. The market is characterized by diverse consumer preferences and competitive parity among international denim brands. However, the shifts and consolidation emphasize the importance of strategic positioning, innovation, and responsiveness to market trends for long-term success. Stakeholders in the Bangladesh denim industry must maintain flexibility in production, continuously innovate in product design, and strategically position their brands to meet evolving

international buyer demands. Understanding these dynamics is crucial for understanding the future of the denim apparel industry in Bangladesh.

3.3.3 | Growth Rate Analysis (Order Expansion)

Fig. 10 illustrates the growth rate of denim orders in the Bangladesh denim industry, revealing a stark contrast between the growth patterns of buyers. Abercrombie & Fitch shows a highly volatile growth rate, indicating aggressive demand expansion. This presents challenges for supply chain planning and inventory management. Other buyers, such as ASDA, Dressmann, GAP, Marks & Spencer, Old Navy, Tommy Hilfiger, Western Glove Works, AEO, Lands' End, and TCP, maintain relatively stable growth rates, allowing textile manufacturers to better forecast, manage production cycles, and manage inventory. The denim market is stable, but there is limited potential for significant expansion due to market saturation or strong brand loyalty. Manufacturers should prioritize operational efficiencies and maintain high-quality standards while remaining agile to capitalize on sudden demand surges from volatile buyers. Diversified buyer portfolios and strategic partnerships with both stable and volatile brands are crucial for navigating the global denim market.

This strategy will ensure sustained success and position Bangladesh as a resilient leader in the global denim apparel market.

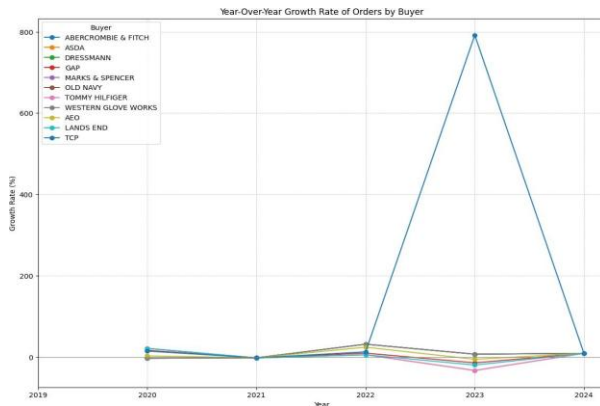


Fig 9: Year-Over-Year Growth Rate of Orders by Buyer

3.3.4 | Forecasting (Predictive Analysis)

Forecasting future trends in denim orders is crucial for textile manufacturers in Bangladesh, as it helps anticipate demand shifts and prepare for market changes. Fig 11 illustrates the Bangladesh denim industry is expected to see a gradual increase in orders, with a significant upward trend starting around 2031. This

growth is driven by sustained consumer interest and potential expansion into new markets. The industry experienced volatility between 2022 and 2024, largely due to the COVID-19 pandemic. However, as economies recovered, demand for denim products resurged, likely due to pent-up consumer demand, retail shopping, and renewed interest in casual and durable fashion items. The forecast suggests a plateau around the mid-2020s, but from 2030, resurgence in growth is predicted, possibly due to new fashion trends, shifts in consumer preferences towards sustainable denim, or enhanced marketing strategies. This highlights the importance of maintaining flexibility in production capacities and investing in innovations that cater to evolving consumer demands. The predicted growth in orders offers manufacturers an opportunity to scale operations, invest in sustainable practices, and strengthen their global market position.

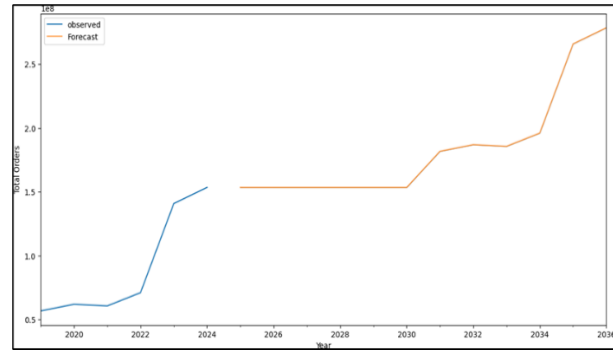


Fig 10: Forecasting / Predictive Analysis

4 | Result and Discussion

4.1 | Quantitative Analysis Result

The quantitative analysis result of the Bangladesh denim market from 2019 to 2023 highlights key shifts in market dynamics.

4.1.1 | Trend and Market Share Analysis

An example of TCP's rapid growth from 2022 onward reflects a strategic response to evolving market demands. TCP's aggressive expansion, capturing over 61% of the market by 2023, can be attributed to its efficient sourcing and cost management. For instance, TCP's ability to streamline their supply chain and reduce production costs allowed them to offer competitive pricing and increase their market share substantially.

Conversely, AEO's decline highlights how quickly market dynamics can shift. AEO's decrease in market share, possibly due to high operational costs or misaligned marketing strategies, demonstrates the volatility in the

denim market. This emphasizes the need for brands to stay adaptable and responsive to market changes.

4.1.2 | Growth Rate and Forecasting

Brands like Levi's and TCP show stable growth rates, which support reliable forecasting and inventory management. For instance, Levi's steady performance suggests strong brand equity and consumer trust, allowing for predictable demand patterns. On the other hand, the volatility of brands like Abercrombie & Fitch, marked by fluctuating sales, presents both risks and opportunities. Abercrombie's inconsistent performance indicates potential for market entry but also suggests the need for strategic risk management.

Forecasts indicating continued growth in denim demand post-2030 highlight an opportunity for investment in sustainable production. Brands that invest in scalable, eco-friendly practices now could be well-positioned to capitalize on future demand increases, making sustainability a key factor for long-term success.

4.2 | Findings

The study on the Bangladesh denim apparel industry, "Analyzing Market Trends: A Deep Dive into the Bangladesh Denim Apparel Industry," uses quantitative analysis to understand market dynamics and consumer behavior. It reveals TCP as a dominant player due to strategic realignments and aggressive strategies. TCP's quick growth—from a small market share in 2019 to more than 61% by 2023–2024—showcases how well its strategy works to streamline supply chains, take advantage of economies of scale, and quickly adjust to changing customer demands. This dominance places a great deal of power in the hands of big, worldwide retailers and is indicative of a larger industry trend of market concentration around fewer but more powerful purchasers. While other brands like AEO experience volatility. Factors such as rising operational costs, possible misalignment of product strategies, and heightened competition appear to have eroded AEO's market position. This volatility illustrates the sensitivity of the denim sector to consumer preference shifts, competitive pressures, and supply chain challenges, where a brand's failure to innovate or optimize costs can result in rapid loss of market share. The study predicts a promising future for denim demand due to sustained consumer interest and potential market expansion. The study concludes that the Bangladesh denim industry is poised for growth if it innovates in textile engineering, enhances product offerings, and engages with consumers.

5 | Conclusion

Although Bangladesh has emerged as a major participant in the global denim apparel market, its capacity to remain competitive in the future will largely depend on its ability to innovate and adapt. TCP's supremacy demonstrates the value of strategic sourcing, effective cost control, and adaptability to changing customer demands. Nonetheless, the downfall of once-powerful firms like AEO highlights how unstable the global denim markets are. If manufacturers use sustainable production methods, technical innovations, and varied buyer involvement, Bangladesh has a chance to further solidify its position as the market leader as demand is expected to expand beyond 2030. Bangladesh can maintain long-term growth, profitability, and resilience in the global denim value chain by striking a balance between niche markets and high-volume buyers and bolstering eco-friendly measures.

References

1. Islam, S., & Mia, M. (2018). *Technological Advancement in the Textile Industry of Bangladesh*. Dhaka: University of Dhaka Press.
2. Karim, R. (2021). *Sustainable Practices in Textile Manufacturing*. Dhaka: Bangladesh University of Textiles.
3. Quader, M. A. (2015). *History of Textile Engineering in Bangladesh*. Dhaka: University of Dhaka Press.
4. Rahman, M. (2019). *Automation in Textile Engineering: Case Studies from Bangladesh*. Dhaka: Bangladesh University of Engineering and Technology.
5. Standard Textile Group. (2023). *Annual Report on the Denim Export Market*. Dhaka.
6. Abdullah, S. (2026). *The blind spot in Bangladesh's denim industry that holds back value*. <https://www.textiletoday.com.bd/the-blind-spot-in-bangladeshs-denim-industry-that-holds-back-value>
7. Barat, I., & Md. Mazedul Haque. (2024). Optimizing Fashion Marketing Strategies: Understanding Consumer Behavior in Bangladesh. *Indonesian Journal of Business Analytics*, 4(4), 1482–1493. <https://doi.org/10.55927/ijba.v4i4.10897>
8. Hossain, K. R., & Rahman, M. F. (2025). Reducing the Environmental Impact of Denim: A Comparative Study of Green and Conventional Manufacturing Practices. *Textile and Leather Review*, 8(January), 38–71. <https://doi.org/10.31881/TLR.2024.163>
9. Mohammad Mezbah Uddin, Head of Marketing, K. D. (2025). *Bangladesh rises as a global denim leader in 2025*. <https://www.textiletoday.com.bd/bangladesh-rises-as-a-global-denim-leader-in-2025>
10. Hossain, M. Z. (2022). *The Future of Denim: Technology and Trends*. Dhaka: Bangladesh University of Textiles.
11. Asif, A. K. M. H. (2017). An overview of sustainability on apparel manufacturing industry in Bangladesh. *Science Journal of Energy Engineering*, 5(1), 1-12. <https://doi.org/10.11648/j.sjee.20170501.11>
12. Islam, M. (2023). Consumer behavior and ethical consumption in Bangladesh denim market. *Journal of Global Fashion Marketing*, 16(2), 61-70.
13. Rahman, A. (2023). Market trends in the Bangladesh denim industry: Challenges and opportunities. *Journal of Textile and Apparel*, 40(3), 152-167.
14. Haque, M., & Barat, M. (2024). Optimizing fashion marketing strategies: Understanding consumer behavior in Bangladesh. *Indonesian Journal of Business Analytics*, 4(4), 1482- 1493. <https://doi.org/10.55927/ijba.v4i4.10897>
15. Islam, T., & Halim, M. A. (2021). Washing defects and remedial actions of denim garments and statistical review of denim sectors in emerging economy. *Journal of Management Science & Engineering Research*, 4(1), 30-39.
16. Annapoorani, S. G. (2017). 1 - Introduction to denim. In *Sustainability in Denim*. Elsevier Ltd. <https://doi.org/10.1016/B978-0-08-102043-2.00001-0>
17. Azeez, A., & Nufile, M. (2021). *COVID - 19 PANDEMIC AND SOCIO ECONOMIC ISSUES: AN EXPERIENCE OF SRI LANKA* (Issue December). <https://doi.org/10.13140/RG.2.2.10083.48165>
18. Islam, M., & Khan, A. M. (2013). *Bangladeshi Local Apparel Products Need Proper Branding to Sustain in the Competitive Market*. 2(3), 52–57.
19. Paul, R. (2015). Denim and jeans: An overview. In *Denim: Manufacture, Finishing and Applications*. Elsevier Ltd. <https://doi.org/10.1016/B978-0-85709-843-6.00001-9>
20. Profile, S. E. E. (2017). ' *DENIMIZED* ': *FASHION , PASSION , AND INNOVATION* Edit CSANÁK. October 2016.