

155,332

45,002

20,002

10,002

9,002

> TOP Ranking

POP Fashion

Denim

Data Analysis



E-COMMERCE
DATA



DATA
ANALYSIS

96%

56%

36%

26%

16%



1 Women's Denim on Amazon

- * Amazon Hot Keyword Analysis
- * Best-Selling Jeans/Jackets Top 10
- * Popular Styles

2 Men's Denim on Amazon

- * Amazon Hot Keyword Analysis
- * Best-Selling Jeans/Jackets Top 10
- * Popular Styles

3 Extended Recommendations

Amazon Hot Keyword Analysis

From the ranking data, it is evident that in the current women's denim market on Amazon, the core trends revolve around "vintage comfort" and "functional seasonality." Consumers are actively searching for vintage-style pants such as wide-leg, flared, and high-waisted cuts, while also prioritizing comfort and inclusivity offered by stretchable and plus-size fits. For jackets, seasonal functional styles such as autumn wear and shearling-lined designs show significant demand. Sellers should focus on optimizing keywords related to vintage and loose-fit attributes, and strategically develop product lines for autumn and plus-size categories to accurately capture market needs.

Top 10 Popular Search Keywords

- 1 Wide-leg jeans
- 2 Flared jeans
- 3 Vintage high-waist
- 4 Skinny jeans
- 5 Casual straight-leg
- 6 Distressed jeans
- 7 Granny jeans
- 8 Skinny jeans
- 9 Plus-size jeans
- 10 Stretchy denim

Popular Searches



Top 10 Trending Keywords

- 1 Autumn denim jacket
- 2 Denim shirt
- 3 Short denim jacket
- 4 Classic design
- 5 Boyfriend denim jacket
- 6 Loose boxy fit
- 7 Denim blazer
- 8 Embroidered jacket
- 9 Plus-size denim
- 10 Shearling-lined

Popular Searches



TOP10 Jeans

Based on Amazon's women's jeans sales ranking data from August to September, this month's best-selling items clearly reflect that basic styles and high cost-effectiveness jeans are the absolute mainstream, offering reliable quality to meet the market's pursuit of ultimate value.



Key Style--Minimal Commute

Design Keywords: Clean Silhouette, Slim Fit, Classic Versatility

Minimal Commute perfectly aligns with the two major trends revealed by data: high cost-performance and classic versatility. It elevates basic pieces through tailored silhouettes and simple details, uses elastic fabrics for comfort, features dark colors or classic blue washes to highlight texture, and adopts straight or slim fits that convey the cleanest look. These are not fashion statements, but reliable and practical "versatile essentials" in the modern woman's wardrobe—precisely why they stand out in the Amazon market.



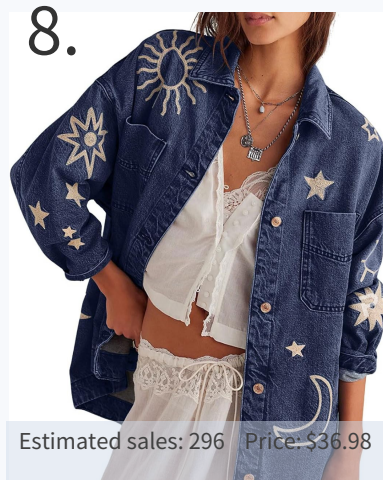
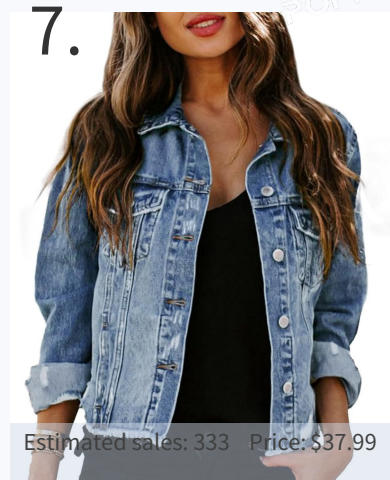
Development Recommendation-- Minimal Commute

Design Keywords: Wide-leg Silhouette/Office-appropriate/Casual and Neat



TOP10 Jackets

Based on Amazon's August-September women's denim jacket sales ranking data, consumers view denim jackets as a practical outerwear piece for daily wear. The best-selling styles are classic trucker silhouettes with regular or loose fits, primarily in classic blue and black colors.



Key Style--Retro Casual

Design Keywords: Distressed texture, diverse patchwork, vintage wash

In the Amazon women's denim jacket market, the "retro casual" style is the key to success that combines fashion appeal with broad audience attraction. This style perfectly aligns with the two core characteristics revealed in best-selling data: "classic basics" and "mid-to-low price range." Building upon the classic trucker jacket, it infuses a unique retro soul and refined aesthetic, successfully differentiating itself from ordinary basic styles. It not only meets the comfort and practical needs of daily wear but also transcends pure essential basics.



Development Recommendation-- Retro Casual

Design Keywords: Fur Collar Decoration/Cropped Length/Splicing Design



Amazon Hot Keyword Analysis

Judging from the ranking data, consumer preferences in the current men's jeans market on Amazon are dominated by classic American styles, with a clear trend of utilitarian workwear making a comeback. Male consumers are increasingly focused on style identity and functionality. The opportunity in the Amazon men's jeans market lies in accurately capturing the 'American workwear style' trend by offering products that combine classic aesthetics, practical features, and high cost-effectiveness to meet men's dual demands for fashion and wearability.

Top 10 Popular Search Keywords

- 1 American Denim
- 2 Straight-Leg Jeans
- 3 Retro
- 4 Workwear Style
- 5 American High-Street
- 6 Wide-Leg Pants
- 7 levi's
- 8 Acid-Washed Jeans
- 9 Sporty Denim
- 10 lee

Popular Searches



Top 10 Trending Keywords

- 1 Classic Trucker Jacket
- 2 Workwear Jacket
- 3 Lightweight Denim Jacket
- 4 Bomber Jacket
- 5 Hooded Denim Jacket
- 6 Deep Wash
- 7 levi's
- 8 Fall Men's Denim Jacket
- 9 Casual Denim Jacket
- 10 Washed

Popular Searches



TOP10 Jeans

Based on Amazon's men's jeans sales ranking data from August to September, covering a variety of styles. Colors include classic blue, gray, black, etc.; diverse fits including straight leg, wide leg, and loose styles, meeting both fashion and practical needs.

1.



Estimated sales: 573 Price: \$24.97

2.



Estimated sales: 307 Price: \$22.94

3.



Estimated sales: 101 Price: \$29.99

4.



Estimated sales: 91 Price: \$29.99

5.



Estimated sales: 85 Price: \$37.99

6.



Estimated sales: 76 Price: \$19.99

7.



Estimated sales: 64 Price: \$9.99

8.



Estimated sales: 55 Price: \$49.99

9.



Estimated sales: 52 Price: \$7.49

10.



Estimated sales: 50 Price: \$8.49

Key Style--Smart Casual

Design Keywords: Classic Casual, Straight-leg Silhouette, Washed Denim

Jeans exhibit a classic casual style, primarily featuring straight-leg silhouettes. The denim fabric is timeless, with varying degrees of washed and aged effects, available in basic tones such as dark blue and light blue. The overall look is simple and elegant, suitable for various daily casual occasions, easily paired with different tops and footwear to present a relaxed yet composed casual vibe.



Development Recommendation-- Smart Casual

Design Keywords: Smart Casual, Diverse Silhouettes, Everyday Wear



TOP10 Denim Jackets

Based on Amazon's men's jacket sales ranking data from August to September, the best-selling styles are classic trucker silhouettes with regular fit cuts—simple, durable designs that appeal to practical-minded male consumers.



Key Item--Classic Workwear

Design Keywords: Multiple Pockets, Vintage Wash, Retro Texture

Classic workwear-style men's denim jacket, primarily made of denim fabric, incorporating common workwear colors and styles such as khaki. The overall design retains the practical features of workwear, often including classic elements like turn-down collars and multiple pockets. Some styles also feature warm additions like fur-lined collars. Washed and aged finishing techniques provide a vintage texture, combining the rugged practicality of workwear with diverse details and colors to meet both daily casual wear needs and styling for a retro workwear look—making it a timeless and versatile men's wardrobe essential.



Development Recommendation-- Classic Workwear

Design Keywords: Vintage Distressing, Notched Collar Design, Multi-Pocket Elements



MORE RECOMMENDATIONS



Women's TOP 10 Denim Data Analysis
(August 2025) [🔗](#)



Denim Benchmark Brand Style Selection
(Sep 2025) [🔗](#)



Street Vibe: CR2027 Denim Style Development [🔗](#)



A/W 25/26 Most Noteworthy Men's Denim Pieces [🔗](#)



Urban Workwear: A/W 26/27 Denim Jacket
Silhouette Trends [🔗](#)



New Scandi Girl: CR2027 Women's Denim Style Trend [🔗](#)

INTELLIGENCE PROMOTES DESIGN TREND FORESEES FASHION

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