

## **Menswear in Colombia**

Market Direction | 2022-12-28 | 25 pages | Euromonitor

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### **Report description:**

Given the growth in the casualisation of dress codes and hybrid working arrangements in the country, local men opted for versatile and comfortable products in 2022. As a result, they moved away from more designed for work garments, such as men's suits and men's jackets and coats and men's trousers which saw a slower performance. The athleisure trend underpinned a general move towards the wearing of sporty and casual clothes in social, but also work settings. This trend is likely to continue over...

Euromonitor International's Menswear in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Menswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
December 2022

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While all menswear product categories achieve recovery, essential and comfortable menswear perform better in 2022

Sustainability credentials increasingly prevalent and important

Sportswear brands gain share as consumers appreciate more casual looks and are more strongly focused on their fitness

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