

Menswear in Denmark

Market Direction | 2022-12-28 | 24 pages | Euromonitor

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Report description:

Menswear saw current value growth slowdown in 2022 as the rising cost of living and lower levels of consumer confidence stifled demand. The category had been recovering well in 2021 following a difficult year in 2020 as the COVID-19 pandemic led to the closure of many retail stores. Current value sales slowed in the second half of 2022 in line with falling consumer purchasing power, drawing Danes towards value-priced menswear brands such as H&M. Consumers are sticking to more basic items such as...

Euromonitor International's Menswear in Denmark 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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