

Menswear in Poland

Market Direction | 2022-12-29 | 27 pages | Euromonitor

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Report description:

After a strong rebound in 2021, menswear is set to see continued growth in retail volume and current value sales terms in 2022. The fastest growing segments are those previously most affected by the pandemic and the associated lockdowns, such as formal wear (men's suits, men's shirts) and swimwear. Greater demand in the first half of the year was influenced primarily by the partial return to offices, the possibility of live business meetings, and above all, the return to family events such as we...

Euromonitor International's Menswear in Poland 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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Smart casual continues to gain momentum

Formal menswear brands identify new categories to address demand for comfort

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