

Menswear in the US

Market Direction | 2023-01-04 | 28 pages | Euromonitor

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Report description:

Menswear surpassed the pre-pandemic level of sales in both volume and current value terms in 2021, driven by the release of consumers' pent-up demand, which built during the pandemic-related restrictions. However, growth in menswear stalled in 2022, as surging inflation and the surrounding uncertainties dragged consumer confidence and demand. Along with the surge in inflation in 2022, consumers balanced their spending on essential products (e.g., groceries) and non-essential items (e.g., some ap...

Euromonitor International's Menswear in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 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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Menswear stalls as inflation surges and consumer demand drops

Men's engagement with fashion increases

E-commerce recedes, with companies' increasing investment in store-based innovations

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