

Menswear in China

Market Direction | 2023-01-11 | 24 pages | Euromonitor

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Report description:

Menswear experienced the same severe category-wide current value declines as womenswear in 2022, due to COVID-19 lockdown restrictions and supply chain disruptions, but showed a stronger rebound trend in some categories in the second half of the year. On the one hand, menswear is often considered more of a necessity than womenswear, with more consumer demand coming from replacement than from fashion demand. Therefore, menswear consumption is often more sustainable during periods of economic down...

Euromonitor International's Menswear in China 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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Table of Contents:

Menswear in China
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List Of Contents And Tables

MENSWEAR IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Although experiencing declines across the board, menswear is more stable in some categories than womenswear

A more casual style for menswear

Triggered by the pandemic, menswear players put more emphasis on online platforms

PROSPECTS AND OPPORTUNITIES

The pricing polarisation of menswear will continue

Colours of menswear are expected to become more vibrant

CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2017-2022

Table 2 Sales of Menswear by Category: Value 2017-2022

Table 3 Sales of Menswear by Category: % Volume Growth 2017-2022

Table 4 Sales of Menswear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Menswear: % Value 2018-2022

Table 6 LBN Brand Shares of Menswear: % Value 2019-2022

Table 7 NBO Company Shares of Men's Nightwear: % Value 2018-2022

Table 8 LBN Brand Shares of Men's Nightwear: % Value 2019-2022

Table 9 NBO Company Shares of Men's Outerwear: % Value 2018-2022

Table 10 □LBN Brand Shares of Men's Outerwear: % Value 2019-2022

Table 11 □NBO Company Shares of Men's Swimwear: % Value 2018-2022

Table 12 □LBN Brand Shares of Men's Swimwear: % Value 2019-2022

Table 13 □NBO Company Shares of Men's Underwear: % Value 2018-2022

Table 14 □LBN Brand Shares of Men's Underwear: % Value 2019-2022

Table 15 □Forecast Sales of Menswear by Category: Volume 2022-2027

Table 16 □Forecast Sales of Menswear by Category: Value 2022-2027

Table 17 □Forecast Sales of Menswear by Category: % Volume Growth 2022-2027

Table 18 □Forecast Sales of Menswear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN CHINA

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 20 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

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Table 23 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 25 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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