

Menswear in Sweden

Market Direction | 2023-01-09 | 27 pages | Euromonitor

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Report description:

Demand for outdoor apparel, notably coats and jackets, continued to fuel menswear sales with 10% growth in retail value growth in 2022. This was a marked contrast to 2021 when sports-inspired apparel dominated menswear as men returned to social and formal activities post-pandemic. The abolition of pandemic-related disruptions has had a noticeable positive impact on office work and occasional events in 2022. The return of wedding ceremonies, and business/cocktail events has boosted demand for sem...

Euromonitor International's Menswear in Sweden 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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