

Menswear in Thailand

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

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Report description:

Sales of menswear saw only a small recovery in 2021 in current value terms, with restrictions on tourism and the impact of COVID-19 on the economy continuing to be felt. While products designed for comfort benefited from the ongoing impact of home seclusion, the opposite was true for sales of formalwear. Sales of men's suits were particularly hard hit, with the switch to home working arrangements and the postponement of formal events restricting demand. However, the situation was much improved i...

Euromonitor International's Menswear in Thailand 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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Hygiene and convenience key drivers of innovation in menswear fabrics

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