

Menswear in the Philippines

Market Direction | 2023-02-01 | 25 pages | Euromonitor

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Report description:

As in womenswear, Filipino men continued to opt largely for versatile and comfortable products in menswear during 2022. Demand for comfortable and versatile clothing was supported by the fact that many men continued working from home for much of the time as companies adopted hybrid working arrangements. This is likely to be an enduring effect of the COVID-19 crisis, which saw many companies and their employees adopt a range of routines and technologies for remote working in order to remain activ...

Euromonitor International's Menswear in Philippines 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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