

Menswear in Thailand

Market Direction | 2023-11-20 | 27 pages | Euromonitor

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Report description:

In recent years, sustainability has become an increasingly important theme across apparel and footwear in Thailand. When it comes to menswear, more players are seeking to distinguish themselves through the use of sustainable concepts in terms of production and packaging. For instance, CC-OO launched its environmentally-friendly collection under "The Power of Sustainability" concept in 2023 with it offering menswear made from fabric that is produced from recycled plastic bottles. Similarly, Muji...

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.

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Sustainable collections and new innovations boost the performance of menswear

Genderless fashion is an emerging trend in menswear

E-commerce driving sales in menswear

PROSPECTS AND OPPORTUNITIES

Menswear should continue to enjoy positive sales growth

Product innovation expected to fuel value growth as players target new audiences

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