

Menswear in Austria

Market Direction | 2023-11-27 | 26 pages | Euromonitor

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Report description:

As in womenswear, retail volume sales of menswear are projected to decline over 2023, as the category stabilised following rebounds, especially in 2022, from the Coronavirus (COVID-19)-induced slump in 2020. Moreover, economic uncertainty amid high inflation and the high cost of living limited new purchases. Importantly, Austria had one of the highest inflation rates in the EU towards the end of the review period. Therefore, also similar to womenswear, moderate retail current growth reflected th...

Euromonitor International's Menswear in Austria 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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MENSWEAR IN AUSTRIA

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Inflationary pressure on prices pushes retail current value sales

Polarisation gains traction as a trend

Men's suits and outerwear to the fore as consumers resume pre-pandemic out-of-home lifestyles

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