

Menswear in Poland

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

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Report description:

In 2023, outbound tourism from Poland expanded significantly, while domestic tourism witnessed double-digit growth, significantly contributing to the increased demand for men's swimwear. The rise in international and domestic travel has spurred a desire for fashionable and versatile swimwear among Polish men, reflecting a notable surge in the market's value. This trend is indicative of a growing preference for stylish yet functional swimwear options, aligning with the evolving needs of traveller...

Euromonitor International's Menswear in Poland 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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