

Menswear in Portugal

Market Direction | 2023-11-30 | 30 pages | Euromonitor

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Report description:

Following the impact of COVID-19 and the major downturn menswear registered in 2020, the landscape was poised to see significant retail volume growth. However, this expectation was hindered by high inflation rates in 2022 and 2023, slowing down recovery, with Inflation hitting double digits in summer 2022. While inflation rates registered a slowdown in 2023, ongoing Inflation and a significant increase in housing interest rates impacted purchasing power. This led many consumers to rein in their...

Euromonitor International's Menswear in Portugal 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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Casualwear is the growing preference for many men in Portugal

Decathlon gains ground thanks to the rising sportswear trend

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