

Menswear in Spain

Market Direction | 2023-11-30 | 29 pages | Euromonitor

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Report description:

Retail sales of menswear in Spain registered a slowdown in growth in both volume and constant value terms in 2023, with the high cost of living being the key factor behind this trend. With many households exposed to rising interest rates, given the high concentration of variable-rate mortgages, Spaniards saw a decline in their real disposable incomes. While the rate of inflation showed signs of easing during the second half of the year, due to lower energy prices, Spanish males exercised a degree...

Euromonitor International's Menswear in Spain 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 SPAIN

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2023 DEVELOPMENTS

Slowdown in growth for menswear, while changing working patterns facilitate shift from formal to informal styles

Clothing preferences are linked to climate change

Zara leads competitive landscape

PROSPECTS AND OPPORTUNITIES

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Sustainable fashion will grow in prominence, but price will remain key deciding factor in purchasing decisions

Players will focus on needs of different generations

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