

Menswear in Sweden

Market Direction | 2023-11-30 | 26 pages | Euromonitor

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Report description:

Menswear is expected to develop in line with the overall apparel landscape in 2023, displaying a retail volume decline while retail value sales remain positive due to inflation and rising unit prices. Following the outbreak of COVID-19, menswear was driven by a strong demand for everyday wear, primarily sports-inspired apparel. In 2022, this shifted towards more dressed, formal, or occasion wear, with wedding ceremonies, work and other social events experiencing a resurgence. These items are pur...

Euromonitor International's Menswear in Sweden 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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The casual elegance trend persists despite retailers focusing on expressive lines

A rise in sportswear drives growth, as many integrate sportswear with daily attire

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