

Menswear in Germany

Market Direction | 2023-12-14 | 27 pages | Euromonitor

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Report description:

After seeing slow volume growth and exceptional current value growth in 2022, menswear is set to turn to volume decline in 2023, and much slower, although still significant, current value growth, largely driven by high inflation. In value terms, menswear is set to surpass the pre-pandemic level of sales in 2023, but it is still far from recovering in volume terms. The return of travel to beach destinations and warmer climates has continued in 2023, which is expected to drive volume and current v...

Euromonitor International's Menswear in Germany 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 becomes more polarised in Germany

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