

## **Menswear in India**

Market Direction | 2024-02-05 | 27 pages | Euromonitor

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### **Report description:**

Menswear witnessed substantial double-digit current value growth in 2023, marking a continued strong rebound from the pre-pandemic downturn. In contrast to the previous year, which was characterised by festive purchasing and stockpiling, the remarkable surge in 2023 was driven by a significant increase in impulse purchases. Within apparel, menswear continues to assert its dominance in terms of value sales, surpassing both womenswear and childrenswear.

Euromonitor International's Menswear in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 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 2028 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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Robust growth observed as men prioritise fashion and style

Aditya Birla Fashion & Retail maintains its lead within menswear

D2C entrants are intensifying the competition with unique offerings and a brand story

##### PROSPECTS AND OPPORTUNITIES

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