

Menswear in Spain

Market Direction | 2024-11-22 | 29 pages | Euromonitor

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Report description:

Despite the challenging economic outlook in Spain, menswear performed well in apparel and footwear in Spain 2024, with robust retail volume and current value growth. However, high inflation and interest rates continue to affect disposable income, preventing the category from reaching its full potential despite its relative success. With many households exposed to rising interest rates, given the high concentration of variable-rate mortgages, Spaniards saw a decline in their real disposable incom...

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 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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Euromonitor International
November 2024

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Brick-and-mortar outlets remain key sales channels for menswear

Zara leads a fragmented competitive landscape in 2024

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