

## **Menswear in the Philippines**

Market Direction | 2024-11-22 | 25 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

While aesthetics remain a significant factor in menswear purchases in the Philippines, men are increasingly prioritising quality. Many Filipino male consumers are focusing on long-term value, viewing high-quality menswear as a more rational investment that offers durability and financial savings over time. Comfort is another key consideration, driven by the demanding and versatile lifestyles of modern consumers. Men are seeking flexible clothing that transitions seamlessly across different occasions...

Euromonitor International's Menswear in Philippines 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Menswear in the Philippines  
Euromonitor International  
November 2024

List Of Contents And Tables

### MENSWEAR IN THE PHILIPPINES

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Comfort and quality a key factors determining menswear purchases

Menswear brands embrace inclusivity in sizing

Growing appeal of minimalist styles

#### PROSPECTS AND OPPORTUNITIES

Continued preference for offline shopping amongst male consumers

Increase in travel occasions will positively influence demand for menswear

Personal branding will drive demand for semi-premium menswear in the Philippines

#### CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2019-2024

Table 2 Sales of Menswear by Category: Value 2019-2024

Table 3 Sales of Menswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Menswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Menswear: % Value 2020-2024

Table 6 LBN Brand Shares of Menswear: % Value 2021-2024

Table 7 NBO Company Shares of Men's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Men's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Men's Outerwear: % Value 2020-2024

Table 10 □LBN Brand Shares of Men's Outerwear: % Value 2021-2024

Table 11 □NBO Company Shares of Men's Swimwear: % Value 2020-2024

Table 12 □LBN Brand Shares of Men's Swimwear: % Value 2021-2024

Table 13 □NBO Company Shares of Men's Underwear: % Value 2020-2024

Table 14 □LBN Brand Shares of Men's Underwear: % Value 2021-2024

Table 15 □Forecast Sales of Menswear by Category: Volume 2024-2029

Table 16 □Forecast Sales of Menswear by Category: Value 2024-2029

Table 17 □Forecast Sales of Menswear by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Menswear by Category: % Value Growth 2024-2029

### APPAREL AND FOOTWEAR IN THE PHILIPPINES

#### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024  
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024  
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024  
Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024  
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024  
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029  
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029  
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029  
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Menswear in the Philippines

Market Direction | 2024-11-22 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com