

Menswear in the Philippines

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

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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.

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