

Menswear in Denmark

Market Direction | 2024-11-25 | 24 pages | Euromonitor

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Report description:

Menswear in Denmark posted an upbeat performance in 2024, following two difficult years when rising prices led to cutbacks on men's clothing. Consumers are feeling the impact of lower inflation and increasing real wages which has translated into higher levels of consumer confidence. Retail volume sales and current value growth registered solid growth as the propensity to spend on menswear bounced back. Fast fashion players Bestseller and H&M remain the biggest players in menswear in 2024, demons...

Euromonitor International's Menswear in Denmark 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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