

Menswear in the Netherlands

Market Direction | 2024-12-06 | 26 pages | Euromonitor

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Report description:

As in other apparel categories, menswear is also becoming more polarised between economy and premium menswear. Mid-priced apparel is seeing lower growth while economy lines are in high demand from consumers looking to save money. Budget retail concepts such as Primark are attracting a larger volume of customers to the detriment of middle-priced retailers like WE and Jack Jones. Dutch consumers were still mindful of expenditure and chose to make purchases primarily based on price. At the opposite...

Euromonitor International's Menswear in Netherlands 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.

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