

Menswear in Australia

Market Direction | 2024-12-19 | 29 pages | Euromonitor

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Report description:

While retail value sales of menswear in Australia have risen by 4% in 2024, volume sales have only marginally improved following the previous year's decline. The category has been subject to the shocks evident across the industry during the review period, initially due to the impact of COVID-19 and related lockdowns, store closures and the necessity of working and studying from home. In the latter part of the review period, the economic downturn - both locally and globally - and rising interest...

Euromonitor International's Menswear in Australia 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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Menswear's weak performance is a sign of economic pressures

Extensive physical presence of leading brands facilitates omnichannel strategies

Australian brand collaboration to nurture youth emotional wellbeing

PROSPECTS AND OPPORTUNITIES

Further move between casual, smart casual and business casual attire over forecast period

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