

## **Menswear in Poland**

Market Direction | 2024-12-09 | 27 pages | Euromonitor

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### **Report description:**

Menswear consumers in Poland are prioritising quality and affordability over brand prestige in 2024. Polish men are relatively value-driven when buying apparel, rather than being loyal to specific brands. This trend is evident across various menswear categories, where products that strike the right balance between high quality and reasonable pricing are performing well. In turn, this trend is putting pressure on manufacturers to maintain competitive prices while dealing with rising production an...

Euromonitor International's Menswear in Poland 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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Euromonitor International  
December 2024

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