

Menswear in Romania

Market Direction | 2024-12-09 | 26 pages | Euromonitor

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Report description:

The shift to back to office work boosted demand for professional menswear in 2023, especially suits and shirts. Although this trend was less pronounced in 2024, these categories remain staples in men's wardrobes, with many consumers seeking affordable yet stylish options. Male consumers are more likely to go for practical apparel solutions and favour having a small number of good quality items, rather than having a full wardrobe. Premium brands such as Tommy Hilfiger, Guess, Calvin Klein and Kar...

Euromonitor International's Menswear in Romania 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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