

Menswear in Austria

Market Direction | 2025-01-15 | 27 pages | Euromonitor

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Report description:

In 2024, the retail value sales of menswear in Austria saw a modest increase of 2%, largely driven by higher prices. However, demand was challenged as consumers grappled with the ongoing cost of living crisis. With many focusing on essential purchases rather than non-essential fashion, retail volume growth in menswear sales saw a decline of 1%. However, employees' return to the office contributed to positive retail volume growth for men's suits, which recorded standout retail volume growth of 5%...

Euromonitor International's Menswear in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024 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 2029 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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Price hikes support retail value sales as retail volume declines

Established menswear brands face rising competition from ultra-fast fashion players

Polarisation in menswear and the rise of casual workwear in 2024

PROSPECTS AND OPPORTUNITIES

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