

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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Table of Contents:

Menswear in Austria
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List Of Contents And Tables

MENSWEAR IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

The quality over quantity trend is expected to boost the retail value performance of menswear

Comfort, casual and multifunctionality is expected to influence menswear across the forecast period

Sustainability and repair services are set to impact the future of menswear

CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2019-2024

Table 2 Sales of Menswear by Category: Value 2019-2024

Table 3 Sales of Menswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Menswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Menswear: % Value 2020-2024

Table 6 LBN Brand Shares of Menswear: % Value 2021-2024

Table 7 NBO Company Shares of Men's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Men's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Men's Outerwear: % Value 2020-2024

Table 10 □LBN Brand Shares of Men's Outerwear: % Value 2021-2024

Table 11 □NBO Company Shares of Men's Swimwear: % Value 2020-2024

Table 12 □LBN Brand Shares of Men's Swimwear: % Value 2021-2024

Table 13 □NBO Company Shares of Men's Underwear: % Value 2020-2024

Table 14 □LBN Brand Shares of Men's Underwear: % Value 2021-2024

Table 15 □Forecast Sales of Menswear by Category: Volume 2024-2029

Table 16 □Forecast Sales of Menswear by Category: Value 2024-2029

Table 17 □Forecast Sales of Menswear by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Menswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN AUSTRIA

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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