

## **Menswear in Brazil**

Market Direction | 2025-01-28 | 31 pages | Euromonitor

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### **Report description:**

In 2024, menswear in Brazil has continued to navigate a complex and evolving landscape, shaped by economic improvement, environmental challenges, and shifting consumer behaviours. The post-pandemic world has ushered in a preference for comfort and simplicity in fashion, with men consolidating towards basic and versatile clothing. Unlike womenswear, which had to adjust significantly to meet the demand for affordability and more basic styles, menswear has long prioritised practical and cost-effect...

Euromonitor International's Menswear in Brazil 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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