

## **Menswear in Singapore**

Market Direction | 2024-11-25 | 24 pages | Euromonitor

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### **Report description:**

Retail value sales rise by 4% in current terms in 2024 to SGD755 million

Euromonitor International's Menswear in Singapore 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.

### **Table of Contents:**

Menswear in Singapore

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

MENSWEAR IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear in Singapore is evolving, with comfort, style, and social media driving consumer preferences.

Uniqlo continues as clear leader

Men's nightwear sees limited demand

PROSPECTS AND OPPORTUNITIES

Market will continue to evolve as Singaporean men become more fashion conscious

Sustainability and versatility will become defining attributes

E-commerce will continue to expand

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 SINGAPORE

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

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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