

Europe and Turkey Men's Loungewear Market Research Report by Material (Natural, and Synthetic/Blends), by Price Range (Economy/Mass, And Premium/Luxury), by Type (Track Suits & Relaxed Pants, T-Shirts, Hoodies & Sweats, Joggers and Others), by Consumer Group (Gen Alpha, Gen Z, Millennials, Gen X, and Baby Boomers), by Distribution Channel (Offline and Online) Forecast to 2032

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Market Overview

The market value of men's loungewear in Europe and Turkey was USD 19,911.50 million in 2023. It is anticipated that the Men's Loungewear market in Europe and Turkey will exhibit a significant compound annual growth rate (CAGR) of 7.6% during the review period.

Casual apparel that is predominantly designed for comfort and relaxation is referred to as men's loungewear. It is generally donned during leisure activities or at home.

Due to the proliferation of online retail, evolving consumer preferences, and the altering lifestyles and work-from-home culture, the Men's Loungewear Market in Europe and Turkey is undergoing development. Additionally, the market is restricted by concerns regarding durability and quality. Nevertheless, the market will be presented with future growth prospects because of the new product innovation.

Market Segmentation

The European and Turkish men's loungewear market has been segmented into synthetic/blends and natural materials from a

material perspective. During the forecast period (2023-2032), the natural segment is the fastest-growing segment, while the synthetic/blends segment held the largest market share in 2023.

Based on the price range, the market has been segmented into economy/mass and premium/luxury. The premium/luxury segment is the fastest-growing segment during the forecast period, while the economy/mass segment held the largest market in 2023. Tracksuits and relaxed trousers, t-shirts, hoodies, and sweatpants, as well as joggers and other items, comprise the Men's Loungewear Market in Europe and Turkey.

The market has been divided into five consumer groups: Baby Boomers, Millennials, Gen X, Gen Z, and Gen Alpha. The millennials segment held the largest market in 2023, while the Gen Z segment is the quickest developing segment during the forecast period. The market has been divided into two categories based on the distribution channel: online and offline.

Europe and Turkey are the two segments into which the European and Turkish men's loungewear markets have been divided based on country/region. Europe's market share was the highest in 2023, and it is anticipated to reach USD 35,144.40 million by 2032. However, Turkey is expected to experience the highest compound annual growth rate (CAGR) of 8.01% during the current forecast period.

Major Players

The Men's loungewear market in Europe and Turkey is primarily dominated by the following companies: Adidas, PUMA SE, Next Retail Ltd., Ralph Lauren Corporation, Marks and Spencer Group plc, H&M Hennes & Mauritz AB, Boefft Fashion AB, and Zalando SE.

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