

Menswear in Australia

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Abstracts

Despite the expectation of slight current value growth, in 2023 menswear in Australia is facing declining volume demand, which is largely attributed to a noticeable fall in discretionary spending, driven by the ongoing cost-of-living crisis. Even traditionally robust sales during Father's Day were impacted by the prevailing economic challenges. According to a survey by the Australian Retailers Association (ARA), gift items such as nightwear, underwear, and outdoorwear, including pyjamas, socks,...

Euromonitor International's Menswear in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 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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