

# Menswear in China

<https://marketpublishers.com/r/MB68B1E6881EN.html>

Date: November 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: MB68B1E6881EN

## Abstracts

Since the end of the zero-COVID policy, the consumer environment has been gradually returning to normal, and menswear is anticipated to experience a substantial single-digit rebound in China in 2023, although is not quite expected to revert to its 2021 levels of volume and value sales, after seeing contraction in 2022. While the cessation of pandemic-related policies has signified a return to regular consumer life, the recurring impact of COVID-19 and influenza continues to challenge the market.

Euromonitor International's Menswear in China 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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