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Menswear in Germany

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Abstracts

After seeing slow volume growth and exceptional current value growth in 2022, menswear is set to turn to volume decline in 2023, and much slower, although still significant, current value growth, largely driven by high inflation. In value terms, menswear is set to surpass the pre-pandemic level of sales in 2023, but it is still far from recovering in volume terms. The return of travel to beach destinations and warmer climates has continued in 2023, which is expected to drive volume and current v...

Euromonitor International's Menswear in Germany 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;

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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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Contents

Menswear in Germany
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

MENSWEAR IN GERMANY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear consumers are paying more for fewer items
Menswear becomes more polarised in Germany
Menswear consumers still prefer shopping in physical stores
PROSPECTS AND OPPORTUNITIES
Premium segment to continue growing in the forecast period
Workwear norms likely to continue to change in the future
More multi-brands and reselling options on online retail platforms
CATEGORY DATA
Table 1 Sales of Menswear by Category: Volume 2018-2023
Table 2 Sales of Menswear by Category: Value 2018-2023
Table 3 Sales of Menswear by Category: % Volume Growth 2018-2023
Table 4 Sales of Menswear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Menswear: % Value 2019-2023
Table 6 LBN Brand Shares of Menswear: % Value 2020-2023
Table 7 NBO Company Shares of Men’s Nightwear: % Value 2019-2023
Table 8 LBN Brand Shares of Men’s Nightwear: % Value 2020-2023
Table 9 NBO Company Shares of Men’s Outerwear: % Value 2019-2023
Table 10 LBN Brand Shares of Men’s Outerwear: % Value 2020-2023
Table 11 NBO Company Shares of Men’s Swimwear: % Value 2019-2023
Table 12 LBN Brand Shares of Men’s Swimwear: % Value 2020-2023
Table 13 NBO Company Shares of Men’s Underwear: % Value 2019-2023
Table 14 LBN Brand Shares of Men’s Underwear: % Value 2020-2023
Table 15 Forecast Sales of Menswear by Category: Volume 2023-2028
Table 16 Forecast Sales of Menswear by Category: Value 2023-2028
Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 18 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

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APPAREL AND FOOTWEAR IN GERMANY
EXECUTIVE SUMMARY
Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for apparel and footwear?
MARKET DATA
Table 19 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 30 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources

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