

Menswear in Ukraine

<https://marketpublishers.com/r/M72C1A5E1DDEN.html>

Date: February 2021

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: M72C1A5E1DDEN

Abstracts

Sales of menswear were hit particularly hard by the impact of the COVID-19 pandemic in 2020. The combination of home seclusion and uncertainty regarding the future led many consumers to cut back on spending as they did not perceive the need for new clothes. This was compounded by a lack of socialising opportunities, especially during the spring, when entertainment venues such as restaurants, theatres and sports venues were closed. Travel restrictions also negatively impacted consumer interest in...

Euromonitor International's Menswear in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020 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 2025 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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