

# Menswear in Western Europe

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## Abstracts

Western Europe sees sales decline for menswear over the review period due to macroeconomic challenges, aggressive competitive environment and weakened demand. Athleisure and casual clothing trends favour the cheapest categories, such as jeans and tops. The main commonality among the countries is fast fashion's prominence whose production model is challenged by the Coronavirus pandemic. Economic disparity creates different stages in the evolution of e-commerce over the coming years...

Euromonitor International's Menswear in Western Europe global briefing offers an insight into the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Apparel, Footwear, Sportswear.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Apparel and Footwear 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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