

Global Casual Shirts Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Casual Shirts market size is expected to reach \$ 64815 million by 2032, rising at a market growth of 5.3% CAGR during the forecast period (2026-2032).

Casual shirts are a type of shirt that offers a more relaxed and free style in terms of fit, fabric, color, and design compared to formal business shirts. They are typically used for everyday wear, commuting, leisure travel, social gatherings, and light business occasions. These shirts generally have basic structural features such as a shirt collar and button placket, but offer greater variety in styles. They can be made from fabrics such as checks, stripes, prints, Oxford cloth, linen, denim, flannel, or blends, emphasizing comfort, versatility, and personal expression. Casual shirts can be worn alone or as outerwear, paired with T-shirts, jeans, casual trousers, etc., making them an important category in the shirt market that combines practicality and fashion. Global sales are projected to reach approximately 3,864.33 million pieces in 2025.

In recent years, as global apparel consumption has gradually shifted from solely formal attire to comfort, personalization, and multi-scenario wear, casual shirts, as a basic clothing category combining practicality and fashion, have maintained stable market demand growth. Compared to traditional business shirts, casual shirts offer greater flexibility in design, fabric, color, and pattern, making them suitable for daily commutes, social gatherings, travel, and vacations, as well as meeting the needs of light business and weekend casual wear. With consumers placing greater emphasis on comfort, styling freedom, and personal expression, the casual shirt market continues to demonstrate strong consumer vitality.

From a demand structure perspective, men's casual shirts remain a significant part of the market, widely used in daily office settings, business casual, outdoor travel, and

urban leisure scenarios. As workplace dress codes gradually relax, shirts are no longer limited to formal occasions but are increasingly incorporated into 'light business,' 'commuter casual,' and 'urban outdoor' styles. Women's casual shirts, on the other hand, see continued growth in demand for fashionable outfits, workplace commutes, and casual outerwear, with product designs focusing more on silhouette, color, and detail variations. Furthermore, the increased acceptance of plaid, prints, denim, linen, and relaxed-fit products among younger consumers has further diversified market styles.

In terms of product structure, pure cotton casual shirts remain dominant, offering advantages such as breathability, comfort, and skin-friendliness. Linen shirts are in high demand during summer and vacations. Oxford shirts, with their crisp texture and business casual attributes, maintain a stable performance in the commuting market. Flannel, denim, and blended fabric shirts emphasize seasonality and casual style. With the development of functional clothing trends, wrinkle-resistant, non-iron, moisture-wicking, quick-drying, stretch, and environmentally friendly recycled fabrics are gradually being applied to casual shirt products, providing new directions for brands to enhance added value.

In terms of the industry chain, upstream includes suppliers of cotton, linen, chemical fibers, yarn, fabrics, and accessories; midstream consists of clothing design, production, and brand operation companies; and downstream reaches consumers through brand stores, department stores, e-commerce platforms, clothing concept stores, wholesale channels, and DTC brands. As online consumption habits mature, e-commerce platforms, live-streaming e-commerce, and social media marketing are profoundly impacting the sales model of casual shirts. Meanwhile, small-batch rapid response, flexible supply chains, and personalized design capabilities have become crucial competitive advantages for apparel companies in improving market responsiveness and reducing inventory risk.

From a regional market perspective, North America and Europe have mature casual wear consumption patterns, with consumers placing greater emphasis on brand, fabric quality, and sustainability. The Asia-Pacific region is experiencing rapid market growth driven by its large population, expanding young consumer base, and the widespread adoption of e-commerce channels, with China, India, Japan, and Southeast Asia all possessing significant development potential. Latin America and the Middle East, influenced by climate conditions and the demand for casual wear, maintain stable demand for lightweight and breathable casual shirts. Overall, the global market exhibits a development pattern of simultaneous quality upgrades in mature markets and

consumption expansion in emerging markets.

Looking ahead, the global casual shirt market will be driven by three core factors: first, the continued development of business casual and comfortable wear trends; second, the increased application of functional, environmentally friendly, and differentiated fabrics; and third, the accelerated development of online channels, rapid-response supply chains, and brand personalization competition. Market growth is not only reflected in increased consumption volume but also in the value enhancement brought about by design upgrades, functional fabrics, and brand premiums.

This report studies the global Casual Shirts production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Casual Shirts and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Casual Shirts that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Casual Shirts total production and demand, 2021-2032, (K Units)

Global Casual Shirts total production value, 2021-2032, (USD Million)

Global Casual Shirts production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Casual Shirts consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Casual Shirts domestic production, consumption, key domestic manufacturers and share

Global Casual Shirts production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Casual Shirts production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Casual Shirts production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Casual Shirts market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Gildan, Hansoll, Shenzhou, Sae-A Trading, Esquel, HLA, TAL apparel, Biemlf, Viet Tien Garment, Saint Angel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Casual Shirts market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Casual Shirts Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Casual Shirts Market, Segmentation by Type:

Men's Dress Shirts

Women's Dress Shirts

Global Casual Shirts Market, Segmentation by Material:

100% Cotton Dress Shirts

Polyester-Cotton Blend Dress Shirts

Linen Dress Shirts

Other

Global Casual Shirts Market, Segmentation by Collar:

Standard Collar

Button Collar

Stand Collar

Global Casual Shirts Market, Segmentation by Sales Channel:

Offline Sales

Online Sales

Companies Profiled:

Gildan

Hansoll

Shenzhou

Sae-A Trading

Esquel

HLA

TAL apparel

Biemlf

Viet Tien Garment

Saint Angel

Youngor

Lu Thai Textile

Luen Thai

Makalot Ind.

ECLAT

New Wide Group

Seidensticker

Roman Group

KPR MILL

Key Questions Answered:

1. How big is the global Casual Shirts market?
2. What is the demand of the global Casual Shirts market?
3. What is the year over year growth of the global Casual Shirts market?
4. What is the production and production value of the global Casual Shirts market?
5. Who are the key producers in the global Casual Shirts market?
6. What are the growth factors driving the market demand?

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