

Global Men's Plaid Shirt Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Men's Plaid Shirt market size is expected to reach \$ 2521 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

Men's plaid shirts refer to shirts designed for male consumers, featuring plaid patterns as their primary visual characteristic. These patterns typically consist of horizontal and vertical lines interwoven to form plaid patterns of varying sizes and color combinations, such as Scottish plaid, Vichy plaid, large plaid, small plaid, and windowpane pattern. These shirts combine a casual feel, practicality, and versatility in styling. They can be used for everyday casual wear, commuting, outdoor activities, and campus style, and can also be worn in business casual settings with finer plaids, more subdued color schemes, and a well-fitting design. Common fabrics include pure cotton, flannel, oxford cloth, linen, and polyester-cotton blends. They can be worn alone or layered under T-shirts, jeans, casual trousers, or jackets, making them a significant category in the men's casual shirt market with a broad consumer base and strong style recognition. Global sales are projected to reach approximately 200.95 million pieces in 2025.

In recent years, as global menswear consumption has gradually shifted towards comfort, casualness, and personalization, men's plaid shirts, as one of the most representative products in the men's casual shirt market, have maintained stable market demand growth. Men's plaid shirts feature a plaid pattern formed by interwoven horizontal and vertical lines as their core design characteristic, combining casualness, practicality, and style recognition. They are widely used in everyday wear, commuting, outdoor activities, campus style, workwear style, and business casual scenarios. With consumers placing greater emphasis on comfort and personal style expression, the men's plaid shirt market exhibits a development characteristic of both stable consumption and cyclical fashion resurgences.

From a demand structure perspective, everyday casual and commuting scenarios are the primary application markets for men's plaid shirts. Compared to solid-color business shirts, plaid shirts offer a more relaxed style, can be worn alone, or layered under T-shirts, jeans, casual pants, or jackets, making them suitable for spring and autumn transitions and everyday casual wear. Meanwhile, products with fine plaid patterns, low-saturation colors, and fitted silhouettes are gradually entering the business casual scene, meeting the needs of male consumers in the office, light business meetings, and weekend social occasions. Furthermore, flannel plaid shirts have a strong consumer base in autumn and winter, and are popular among outdoor enthusiasts, workwear wearers, and those seeking a retro style.

In terms of product structure, pure cotton men's plaid shirts still dominate, widely covering the mass consumer market due to their comfort, breathability, skin-friendliness, and ease of matching. Flannel plaid shirts emphasize softness, warmth, and retro attributes, making them an important category in autumn and winter. Oxford cloth plaid shirts combine a crisp texture with a light business feel, suitable for commuting and business casual. Linen and blended plaid shirts are mainly targeted at summer, high-temperature regions, and vacation occasions. Based on pattern style, the market can be divided into large checks, small checks, Scottish checks, Vichy checks, windowpane checks, etc., with different patterns corresponding to different consumer age groups and dressing styles.

In terms of the industry chain, upstream includes suppliers of cotton, chemical fibers, yarn, dyeing and finishing, plaid fabrics, and accessories such as buttons; midstream consists of menswear brands, shirt manufacturers, and OEM/ODM companies; and downstream reaches consumers through brand stores, department stores, e-commerce platforms, clothing concept stores, wholesale channels, and social e-commerce. Due to the strong variability in style and seasonality of plaid shirts, companies' capabilities in color design, fabric development, rapid prototyping, inventory management, and channel responsiveness are particularly important. With the rise of online retail and social media fashion content, brands are increasingly focusing on improving new product update efficiency through fast-response supply chains and differentiated designs, making this a key area of market competition.

From a regional market perspective, North America and Europe are the more mature markets for men's plaid shirts, with workwear, outdoor, campus, and retro-casual cultures providing stable demand. The Asia-Pacific region, driven by the expansion of the younger consumer base, the widespread adoption of e-commerce, and the

upgrading of menswear consumption, shows significant market growth potential. Latin America and the Middle East, on the other hand, prefer lightweight, breathable, and easy-care products. Overall, the global men's plaid shirt market exhibits a development pattern of stable demand for classic styles, continuous iteration of fashionable designs, and expansion in emerging markets.

Looking ahead, the global men's plaid shirt market will be driven by three core factors: first, the continued development of menswear casualization and multi-scene wearing trends; second, the cyclical resurgence of plaid elements driven by retro, outdoor, and workwear styles; and third, the accelerated development of online channels, fast-response supply chains, and brand differentiation competition. Market growth is reflected not only in stable basic consumer demand, but also in fabric upgrades, pattern innovation, brand operation, and enhanced value through multi-scenario pairing.

This report studies the global Men's Plaid Shirt production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Men's Plaid Shirt 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 Men's Plaid Shirt that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Men's Plaid Shirt total production and demand, 2021-2032, (K Units)

Global Men's Plaid Shirt total production value, 2021-2032, (USD Million)

Global Men's Plaid Shirt production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Men's Plaid Shirt consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Men's Plaid Shirt domestic production, consumption, key domestic manufacturers and share

Global Men's Plaid Shirt production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Men's Plaid Shirt production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Men's Plaid Shirt production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Men's Plaid Shirt 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 Men's Plaid Shirt market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/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 Men's Plaid Shirt Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Men's Plaid Shirt Market, Segmentation by Type:

Crew Neck Style

V Neck Style

Y Neck Style

Polo Collar Style

Other

Global Men's Plaid Shirt Market, Segmentation by Material:

100% Cotton

Flannel

Oxford Textile

Linen

Polyester-Cotton Blend

Global Men's Plaid Shirt Market, Segmentation by Sleeves:

Long Sleeves

Short Sleeves

Global Men's Plaid Shirt 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 Men's Plaid Shirt market?
2. What is the demand of the global Men's Plaid Shirt market?
3. What is the year over year growth of the global Men's Plaid Shirt market?
4. What is the production and production value of the global Men's Plaid Shirt market?
5. Who are the key producers in the global Men's Plaid Shirt market?
6. What are the growth factors driving the market demand?

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