

Menswear Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/MAAAC221EA92EN.html>

Date: February 2023

Pages: 144

Price: US\$ 2,499.00 (Single User License)

ID: MAAAC221EA92EN

Abstracts

The global menswear market size reached US\$ 560.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 792.0 Billion by 2028, exhibiting a growth rate (CAGR) of 6.08% during 2023-2028.

Menswear is generally made of structured and durable fabrics with neutral colors and more subdued embellishments as compared to women's apparel. It is available in a wide variety, ranging from sportswear, winterwear and nightwear to casuals, formals and ethnic. One of the recent trends in the industry is the rising demand for customization and tailored clothing.

With the rising fashion-consciousness and increasing importance of personal appearance among men, the demand for menswear is escalating across the globe. Besides this, the significant growth in the e-commerce industry and an increase in their purchasing power have prompted the male population to spend more on clothing. This has also encouraged them to purchase clothes through online shopping platforms as they offer convenience, save time, and provide numerous options. Furthermore, with the growing environmental consciousness, several leading brands have introduced ecological clothing made from organic materials as opposed to synthetic fabrics that can cause skin allergies. Moreover, many premium brands, like Ralph Lauren, Burberry, and Armani, are focusing on expanding their product portfolio by launching specialized menswear sections. Other factors, such as the rising influence of social media and the aggressive marketing strategies, including celebrity endorsements, festive sales and promotional discounts, adopted by the manufacturers, are also driving the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global menswear market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, season and distribution channel.

Breakup by Product Type:

- Trousers
- Denims
- Shirts and T-Shirts
- Ethnic Wear
- Others

Breakup by Season:

- Summer Wear
- Winter Wear
- All-Season Wear

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Exclusive Stores
- Multi-Brand Retail Outlets
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia Pacific
 - China
 - Japan
 - India
 - South Korea
- Australia
- Indonesia

Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Adidas AG, Burberry Group Plc, Gap Inc, Giorgio Armani S.p.A, H&M Hennes & Mauritz AB, Kering S.A., Levi Strauss & Co., Nike Inc., Prada S.p.A., PVH Corp., Ralph Lauren Corporation, Zara S.A. (Industria de Dise?o Textil, S.A.), etc.

Key Questions Answered in This Report

1. What is the expected growth rate of the global menswear market during 2023-2028?
2. What are the key factors driving the global menswear market?
3. What has been the impact of COVID-19 on the global menswear market?
4. What is the breakup of the global menswear market based on the product type?
5. What is the breakup of the global menswear market based on the season?
6. What is the breakup of the global menswear market based on the distribution channel?
7. What are the key regions in the global menswear market?
8. Who are the key players/companies in the global menswear market?

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