

# **Menswear Market Report by Product Type (Trousers, Denims, Shirts and T-Shirts, Ethnic Wear, and Others), Season (Summer Wear, Winter Wear, All-Season Wear), Distribution Channel (Supermarkets and Hypermarkets, Exclusive Stores, Multi-Brand Retail Outlets, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global menswear market size reached US\$ 593.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 948.4 Billion by 2032, exhibiting a growth rate (CAGR) of 5.2% during 2024-2032.

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 2024-2032. 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 was the size of the global menswear market in 2023?
2. What is the expected growth rate of the global menswear market during 2024-2032?
3. What are the key factors driving the global menswear market?
4. What has been the impact of COVID-19 on the global menswear market?
5. What is the breakup of the global menswear market based on the product type?
6. What is the breakup of the global menswear market based on the season?
7. What is the breakup of the global menswear market based on the distribution channel?
8. What are the key regions in the global menswear market?
9. Who are the key players/companies in the global menswear market?

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