

Menswear Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Type (Shirts, Bottom wear, Coats, Jackets, Suits, Sleepwear, Accessories, and Others), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi-Brand Stores, Online, and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Menswear Market is projected to expand from USD 581.34 Billion in 2025 to USD 847.78 Billion by 2031, reflecting a CAGR of 6.49%. This sector encompasses a wide range of apparel and accessories tailored for men, including sportswear, footwear, and both formal and casual attire. Growth in this market is largely fueled by rapid urbanization and increasing disposable incomes, which collectively drive the need for varied wardrobes suitable for diverse social and professional settings. Additionally, the growing global corporate workforce sustains demand for business attire, while the digitization of retail channels has greatly enhanced product accessibility, enabling brands to effectively reach a wider demographic.

However, the industry faces substantial obstacles due to macroeconomic instability and inflationary pressures, which restrict consumer spending power and drive up production costs. These financial difficulties create a volatile atmosphere that can stifle growth in major fashion centers. For instance, Confindustria Moda reported that turnover for Italian menswear was expected to decrease by 3.6 percent to 11.4 billion euros in 2024. This contraction highlights how economic unpredictability and fluctuating raw material prices present a significant barrier to the continued expansion of the global menswear market.

Market Driver

The widespread adoption of e-commerce and digital retail has fundamentally transformed how consumers browse and purchase clothing. Companies are increasingly prioritizing seamless web platforms and mobile apps to serve a tech-savvy audience that values speed and convenience. This shift to digital enables brands to bypass geographic limitations and engage customers directly through personalized marketing and integrated inventory systems. The financial success of this strategy is evident in major retail performance; Inditex reported in March 2024, within its FY2023 results, that online sales rose by 16 percent to reach 9.1 billion euros. This surge demonstrates that digital channels have evolved from supplementary options into essential revenue drivers that fuel sector-wide expansion.

Concurrently, a distinct move toward hybrid and smart casual workwear is redefining product portfolios globally. As professional environments become more flexible, men are seeking versatile clothing that transitions smoothly from the office to social engagements. This trend compels brands to combine traditional tailoring with comfort-oriented fabrics, creating steady demand for attire that is both refined and relaxed. Hugo Boss noted in its 2023 Annual Report, released in March 2024, that currency-adjusted revenue for BOSS Menswear grew by 16 percent, reflecting strong interest in lifestyle collections. Similarly, the Ermenegildo Zegna Group reported in April 2024 that full-year 2023 revenues hit 1.9 billion euros, a 27.6 percent year-over-year increase, confirming the market's positive momentum.

Market Challenge

Inflationary pressures and macroeconomic instability serve as primary barriers to the growth of the global menswear market. Rising living costs reduce real disposable income, forcing consumers to prioritize essential items over discretionary purchases like formal and casual clothing. This decline in purchasing power leads to lower sales volumes and turnover, particularly outside the luxury sector. Simultaneously, manufacturers face surging production costs due to expensive raw materials, energy, and logistics. These financial burdens compress profit margins and restrict the capital available for market expansion, compelling brands to adopt defensive strategies rather than pursuing growth.

Such economic uncertainty significantly disrupts long-term industry planning. In 2024, the United States Fashion Industry Association reported that nearly 40 percent of fashion executives identified inflation and the economic outlook as their top business

challenge, surpassing all other operational concerns. This data underscores how financial volatility creates a hesitant business environment. Consequently, the combination of weakened consumer demand and escalating input costs results in a cycle of stagnation that severely hampers the sector's ability to maintain a positive growth trajectory.

Market Trends

The mainstream acceptance of Gorpcore has transformed technical outdoor apparel into everyday fashion staples. This trend involves integrating high-performance materials into urban wardrobes, driven by a consumer preference for durability and weather resilience. As a result, specialized mountaineering gear has become a status symbol in major cities, boosting segment revenues as utility wear merges with luxury aesthetics. The strength of this demand is clear in financial results; Amer Sports reported in May 2024 that revenue in its Technical Apparel segment, led by Arc'teryx, increased by 44 percent in the first quarter. This confirms that functional utility wear is securing a significant share of the global market.

At the same time, the rise of menswear resale platforms is transforming the sector by encouraging circular fashion. Men are increasingly seeking vintage and pre-owned luxury items, motivated by a desire for archival designs and value retention rather than new inventory. This shift has elevated the secondary market into a crucial avenue for accessing high-end goods sustainably, challenging traditional retail models. The scale of this engagement is illustrated by recent data from The RealReal's August 2024 Luxury Resale Report, which showed a 900 percent year-over-year increase in searches for men's bags. This statistic highlights the pivotal role resale platforms now play in the modern menswear ecosystem.

Key Market Players

Gap Inc.

Industria de Diseno Textil, S.A.

Kering SA

Nike Inc.

PVH Corp.

Adidas AG

Burberry Group PLC

Hermes International S.A.

H & M Hennes & Mauritz AB

LVMH Moet Hennessy Louis Vuitton

Report Scope

In this report, the Global Menswear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Menswear Market, By Type

Shirts

Bottom wear

Coats

Jackets

Suits

Sleepwear

Accessories

Others

Menswear Market, By Sales Channel

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Brand Stores

Online

Others

Menswear Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Menswear Market.

Available Customizations:

Global Menswear Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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