

Global 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, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Global Menswear Market reached a valuation of USD 562.2 billion in 2022 and is projected to experience robust growth in the forecast period, with a Compound Annual Growth Rate (CAGR) of 6.2% through 2028. The menswear market holds a significant position within the broader fashion industry, characterized by its diverse styles, trends, and cultural influences. Over the years, menswear has evolved significantly, reflecting changing attitudes towards fashion and personal expression among men.

The menswear market encompasses a wide range of styles, from formal and traditional to casual and streetwear-inspired. This diversity reflects the evolving preferences of modern men who seek clothing that aligns with their individuality and lifestyle. From tailored suits to athleisure ensembles, the market caters to various occasions and fashion sensibilities. Societal shifts in gender norms have played a substantial role in shaping the menswear market. Modern attitudes encourage men to embrace a wider range of styles and colors, breaking away from traditional stereotypes. Consequently, fashion designers and brands are responding by offering collections that challenge conventional boundaries, enabling men to express themselves authentically through clothing.

The rise of e-commerce has significantly transformed the way men shop for clothing. Online platforms provide unmatched convenience, allowing consumers to browse, purchase, and receive menswear items with ease. Social media and digital influencers have also become influential factors in the menswear landscape, shaping trends and influencing purchasing decisions.

The trend towards casualization, coupled with the popularity of athleisure wear, has revolutionized the menswear market. Men now seek clothing that seamlessly combines comfort and style. This trend has driven the demand for versatile pieces like joggers, hoodies, and sneakers that transition effortlessly between active and casual settings.

Globalization has led to the fusion of fashion influences from different cultures, reimagining traditional garments and design elements into contemporary menswear collections. This amalgamation of global aesthetics appeals to a diverse consumer base.

Similar to the broader fashion industry, the menswear market faces pressure to address sustainability and ethical concerns. Conscious consumers are demanding transparency in supply chains, eco-friendly materials, and responsible manufacturing practices. This shift in consumer mindset is pushing brands to adopt more sustainable approaches.

The distinction between luxury fashion and streetwear has blurred in recent years. High-end brands collaborate with streetwear labels and incorporate urban influences, catering to consumers valuing craftsmanship and urban authenticity.

Key Market Drivers

Evolving Fashion Preferences

The global menswear market thrives on the dynamic nature of fashion preferences and trends that continuously shape consumer choices. As societal norms shift and individual expressions of style gain prominence, men are increasingly seeking versatile and diverse options in their wardrobes. Fashion influencers, celebrity endorsements, and online platforms amplify the impact of fashion trends on consumers' purchasing decisions. The expanding concept of masculinity and evolving fashion norms have broadened the range of styles, colors, and designs. This shift drives demand for various menswear items, including tailored suits, casual wear, sportswear, and accessories.

Growing E-Commerce and Digital Influence

The proliferation of e-commerce platforms and digital retail has significantly impacted the menswear market. Online shopping has transcended geographical barriers, providing consumers global access to fashion choices. The convenience of online browsing, selection, and purchasing has revolutionized the shopping experience. Social media platforms have transformed fashion discovery and brand engagement. Consumers turn to platforms like Instagram, Pinterest, and TikTok for style inspiration and recommendations. This digital influence informs their choices and directs them toward specific brands and trends, prompting menswear brands to maintain a strong online presence.

Shifting Work and Lifestyle Dynamics

Changes in work and lifestyle dynamics have significantly influenced the menswear market. Remote work and hybrid models have led to a reevaluation of formal office attire. While traditional suits and formal wear remain relevant, there's growing demand for versatile, comfortable clothing that bridges professional and casual settings. Concepts like 'smart casual' and 'business casual' allow men to express their style while adhering to workplace norms. Blurred boundaries between work, leisure, and fitness fuel the demand for athleisure and active wear. Men seek attire transitioning seamlessly from the gym to casual outings, reflecting active and wellness-focused lifestyles. This trend expands offerings in the menswear market and encourages collaborations between fashion and sportswear brands.

Key Market Challenges

Evolving Fashion Trends and Consumer Preferences

A central challenge for the menswear market is the rapid evolution of fashion trends and consumer preferences. Informed, discerning consumers demand diverse styles, designs, and aesthetics. Fashion trends once lasting now have shorter lifecycles due to new inspirations from social media, celebrity influences, and global cultures. Menswear brands must balance their identity with changing preferences. Navigating this challenge requires agility, insights, and adapting to shifting trends.

E-Commerce Disruption and Omni-Channel Retailing

The rise of e-commerce has transformed retail, impacting menswear as well. Online

shopping's convenience challenges physical stores. Omnichannel retailing complicates matters. Consumers expect a seamless experience online and offline. Menswear must invest in robust online platforms, optimize mobile experiences, and integrate online and offline presence.

Sustainability and Ethical Concerns

Sustainability's prominence in the fashion industry extends to menswear. Consumers demand responsible sourcing, eco-friendly materials, and transparent supply chains. Brands must align with values while staying profitable. Sustainability requires investment but appeals to ethically conscious consumers.

Key Market Trends

Sartorial Fluidity

Men's wear embraces sartorial fluidity, challenging traditional boundaries. Gender norms blur, and men's fashion blends styles, silhouettes, and fabrics once exclusive to women's wear. Gender-neutral and androgynous designs cater to diverse consumers. Men's skirts, dresses, and softer colors appear in fashion houses' collections, influencing trends and encouraging authentic self-expression.

Sustainability and Ethical Considerations

Sustainability's influence extends to menswear. Consumers seek ethically produced clothing. Brands incorporate eco-friendly materials and practices. Slow fashion gains traction, valuing durability over trends. Transparency in supply chains impacts purchasing. Brands communicate sustainability initiatives.

Digital Transformation

Digital revolutionizes how consumers interact with fashion, reshaping menswear. E-commerce, social media, and technology create immersive online experiences, personalized recommendations, and interactive content. Platforms like Instagram become runways. Virtual try-ons aid decisions. Online marketplaces democratize access to menswear.

Segmental Insights

Type Insights

Shirts hold a substantial share in the menswear market. They range from formal to casual, appealing to different occasions and preferences. Shirts are staples, versatile canvases for experimentation, driving consistent demand. They are essential in workplaces, paired with suits. Shirts elevate casual outfits, aligning with comfort and style trends. Traditional, regional, and contemporary designs contribute to demand. E-commerce's global reach and sustainability emphasize shirt choices.

Sales Channel Insights

Online sales significantly transform the menswear market. Convenience, global access, and personalization drive growth. Online platforms replicate in-store experiences, enhancing confidence. Virtual fitting rooms, AR technology, and interactive displays visualize garments. Online shopping's convenience reshapes consumer behavior, challenging physical stores.

Regional Insights

The Asia Pacific region holds a significant share in the menswear market due to its fashion influence and diverse consumer base. Major fashion capitals and emerging markets shape global trends. Countries like China, India, Japan, and South Korea produce designers and brands recognized internationally. Middle class growth and changing preferences drive demand for fashionable menswear.

Key Market Players

Gap Inc.

Industria de Dise?o Textil, S.A.

Kering SA

Nike Inc.

PVH Corp.

Adidas AG

Burberry Group PLC

Hermès International S.A.

H & M Hennes & Mauritz AB

LVMH Moët 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:

Global Menswear Market, By Type:

Shirts

Bottom wear

Coats

Jackets

Suits

Sleepwear

Accessories

Others

Global Menswear Market, By Sales Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Brand Stores

Online

Others

Global Menswear Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

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, Tech Sci 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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