

# **Men Suit Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Formal, Informal), By Distribution Channel (Online, Offline), By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Men Suit Market has valued at USD 37.5 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.6% through 2028.

The global men's suit market is a dynamic and evolving industry that reflects changing fashion trends, economic factors, and consumer preferences. The market has experienced steady growth, with factors such as increasing disposable incomes, urbanization, and a growing emphasis on personal appearance contributing to its expansion.

Formal wear continues to be a significant driver of the men's suit market, as individuals seek attire for professional settings, special occasions, and weddings. The demand for tailored and customized suits has gained traction, with consumers placing a premium on personalized style and fit. This has led to the rise of made-to-measure services and an increased focus on individual preferences.

E-commerce has played a pivotal role in reshaping the market landscape, providing consumers with convenient access to a wide array of options and enabling them to make informed choices. Online platforms offer a diverse range of styles, price points, and customization options, influencing purchasing decisions.

Globalization has also impacted the market, with international fashion trends influencing local preferences. The market has seen a shift towards more diverse styles, colors, and

fabrics, reflecting a blend of traditional and contemporary influences.

While the COVID-19 pandemic initially posed challenges to the men's suit market, the industry has shown resilience and adaptability. As the world navigates through the recovery phase, the market is expected to continue evolving, with sustainability, innovation, and digitalization playing key roles in shaping the future of men's suit fashion.

## Key Market Drivers

### Economic Factors and Disposable Incomes

One of the fundamental drivers of the men's suit market is the economic landscape. Economic conditions, including GDP growth, employment rates, and disposable incomes, play a crucial role in shaping consumer spending patterns. In periods of economic prosperity, individuals are more inclined to invest in formal wear, including men's suits, as they have the financial capacity to make such discretionary purchases. Conversely, during economic downturns, consumers may prioritize essential expenditures over non-essential items, affecting the demand for luxury and formal clothing.

The global men's suit market has witnessed growth during phases of economic upturn, with rising disposable incomes contributing to increased spending on clothing, including formal attire. Urbanization and an expanding middle class in emerging markets have also played a role in driving demand, as individuals in these regions increasingly adopt formal wear as a symbol of status and professional success.

### Shifting Fashion Trends

Fashion trends are a perennial driver in the men's suit market, influencing consumer preferences and purchasing decisions. The industry is characterized by a continuous evolution of styles, colors, and design elements. Traditional tailoring is often complemented by contemporary influences, reflecting a blend of classic and modern aesthetics.

In recent years, there has been a notable shift towards more diverse styles and experimentation with unconventional fabrics and designs. Men's suits are no longer confined to traditional black, navy, or grey; there's an increasing demand for bolder colors and patterns, providing consumers with a wider range of choices. This trend is

partly driven by a desire for self-expression and individualism, as men seek suits that reflect their personal style.

The rise of casualization in the workplace has also impacted men's formalwear preferences. While formal suits remain essential for certain professional settings, there is an increasing demand for more versatile options, such as business casual and smart-casual attire. This shift has compelled manufacturers to adapt their offerings to cater to a broader spectrum of style preferences.

### Customization and Personalization

The demand for tailored and customized suits has been a notable trend in the men's suit market, driven by the growing emphasis on individuality and personalization. Consumers are seeking unique and bespoke options that align with their specific style preferences and body measurements.

Made-to-measure services have gained popularity, allowing customers to have a suit crafted according to their precise measurements and design choices. This trend represents a departure from the one-size-fits-all approach, providing a more inclusive and personalized shopping experience. Customization extends beyond fit to include choices in fabrics, lapel styles, buttons, and other design elements, allowing individuals to create a suit that reflects their personality and preferences.

The rise of online platforms has further facilitated the customization trend. E-commerce enables consumers to explore a wide array of customization options, compare styles, and make informed decisions from the comfort of their homes. Virtual fitting tools and augmented reality applications have enhanced the online shopping experience, allowing customers to visualize how different customization choices will look on them.

### E-commerce and Digitalization

The advent of e-commerce has been a transformative force in the men's suit market. Online platforms have become key channels for purchasing formal wear, offering convenience, accessibility, and a diverse range of options. E-commerce has democratized access to a global marketplace, allowing consumers to explore and purchase suits from different regions, each with its unique styles and craftsmanship.

The convenience of online shopping is particularly appealing to time-strapped individuals who may find traditional brick-and-mortar shopping less feasible.

Additionally, the ability to read reviews, compare prices, and access a vast selection of products has empowered consumers, influencing their purchasing decisions.

Digitalization has also played a role in enhancing the online shopping experience. Virtual fitting rooms, where customers can virtually try on suits using augmented reality, provide a more interactive and immersive buying process. Furthermore, social media platforms serve as influential spaces for fashion inspiration and product discovery, shaping consumer preferences and driving online sales.

### Globalization and Cultural Influences

The men's suit market is not isolated; it is deeply influenced by globalization and the interconnectedness of cultures. International fashion trends, often driven by fashion capitals such as Milan, Paris, London, and New York, have a significant impact on the designs and styles that permeate the global market.

Cultural influences play a vital role in shaping regional preferences. Different regions may have distinct preferences in terms of colors, styles, and fabric choices. For example, the preferences for formal wear in Asia may differ from those in Europe or North America. Understanding and adapting to these cultural nuances are crucial for manufacturers and retailers seeking success in diverse markets.

Globalization has also facilitated the exchange of ideas and styles, contributing to a more eclectic and diverse men's suit market. Consumers today have access to a broader range of options, allowing them to explore and adopt styles that resonate with their personal tastes, irrespective of geographical boundaries.

### Key Market Challenges

#### Casualization of Workplace Attire

One of the prominent challenges facing the men's suit market is the ongoing trend toward casualization in workplace attire. In recent years, many workplaces, especially in industries such as technology and creative sectors, have relaxed dress codes, embracing more casual and comfortable clothing. The rise of remote work and the gig economy further contribute to a shift away from traditional formalwear.

As workplaces adopt a more casual approach to dress, the demand for suits as daily work attire diminishes. While suits remain essential for certain professional settings, the

decline in everyday use affects the overall market dynamics. Manufacturers and retailers must adapt to this changing landscape by diversifying their product offerings to include more business casual and smart-casual options.

The challenge lies in striking a balance between traditional formalwear and contemporary, versatile styles that cater to the evolving preferences of the modern workforce. Adapting to this trend requires innovation in design, fabric selection, and marketing strategies to position suits as not only symbols of professionalism but also as versatile wardrobe staples suitable for various occasions.

### Sustainability Concerns

The fashion industry, including the men's suit market, is increasingly under scrutiny for its environmental impact. Sustainability concerns encompass various aspects of the supply chain, from the production of raw materials to manufacturing processes and end-of-life disposal. The traditional textile and garment manufacturing industry often involves resource-intensive processes, chemical usage, and substantial waste generation.

Consumers are becoming more conscious of their ecological footprint, leading to a demand for sustainable and ethically produced clothing. In the men's suit market, this presents a challenge as manufacturers must navigate the complexities of sourcing eco-friendly fabrics, adopting sustainable production practices, and ensuring transparency in their supply chains.

Addressing sustainability concerns requires investment in research and development of eco-friendly materials, adopting circular fashion practices, and implementing ethical labor practices. Companies that successfully integrate sustainable practices into their operations can not only meet consumer demands but also differentiate themselves in a competitive market.

### Impact of the COVID-19 Pandemic

The global COVID-19 pandemic has significantly disrupted the fashion industry, and the men's suit market is no exception. The pandemic has influenced consumer behavior, supply chain disruptions, and changes in work and lifestyle patterns, all of which have ripple effects on the market.

With lockdowns, social distancing measures, and a shift to remote work, there has been a decline in the demand for formal attire. Events such as weddings, parties, and

business conferences, which traditionally drive the need for suits, have been postponed or canceled. This has led to excess inventory and financial challenges for businesses in the men's suit market.

Adapting to the aftermath of the pandemic requires strategic planning, agility, and a keen understanding of the evolving needs of consumers. Businesses may need to reconsider their inventory management practices, invest in e-commerce capabilities, and adjust marketing strategies to align with the changing consumer landscape shaped by the pandemic.

### E-commerce Challenges

While e-commerce presents opportunities for the men's suit market, it also brings its own set of challenges. The inability to try on suits before purchase remains a significant hurdle for online sales. Fit, comfort, and fabric feel are crucial factors influencing the decision to buy a suit, and these aspects are challenging to assess accurately through virtual platforms.

To address this challenge, some companies have implemented virtual fitting tools and augmented reality applications to provide customers with a simulated try-on experience. However, perfecting these technologies and ensuring a seamless online shopping experience requires ongoing investment and innovation.

Additionally, the proliferation of online platforms introduces increased competition. Small and medium-sized businesses may find it challenging to stand out among the vast array of options available to consumers. Building a strong online presence, investing in digital marketing, and providing exceptional customer service are essential components for success in the e-commerce landscape.

### Key Market Trends

#### Sustainably Sourced Materials and Ethical Practices

Sustainability has become a paramount concern across various industries, and the fashion sector is no exception. In the men's suit market, there is a discernible shift towards sustainably sourced materials and ethical production practices. Consumers are increasingly conscious of the environmental impact of their clothing choices, prompting a demand for eco-friendly fabrics and responsible manufacturing.

Manufacturers are responding by exploring innovative materials, such as organic cotton, recycled polyester, and sustainable wool, which minimize the ecological footprint of suit production. Additionally, there is a growing emphasis on ethical labor practices throughout the supply chain. Brands that transparently communicate their commitment to sustainability and ethical sourcing stand to gain favor with an environmentally conscious consumer base.

As sustainability becomes integral to brand identity, it is expected to influence purchasing decisions and drive industry-wide changes, encouraging a more responsible approach to fashion production.

### Casualization and Versatility in Design

The ongoing trend of casualization in workplace attire has permeated the men's suit market, leading to a redefinition of traditional formalwear. Modern consumers, especially those in creative and tech-driven industries, are seeking suits that offer versatility for various occasions, from formal business meetings to after-work social events.

Designers are responding by incorporating more casual elements into suit designs. This includes experimenting with fabrics, introducing bolder colors and patterns, and adopting unstructured and relaxed silhouettes. The blurring of lines between formal and casual styles allows individuals to make a statement with their attire while maintaining a professional image.

Versatile suits that seamlessly transition from office settings to social engagements cater to the changing lifestyle of the contemporary man, reflecting a fusion of style and practicality.

### Digitalization of the Shopping Experience

The advent of digital technology has revolutionized the way consumers interact with brands and make purchasing decisions. In the men's suit market, the digitalization of the shopping experience has become a defining trend. Online platforms, virtual fitting rooms, and augmented reality applications are reshaping how customers explore and select suits.

E-commerce has emerged as a dominant channel for men's suit sales, providing consumers with convenience and access to a global marketplace. Virtual fitting rooms allow individuals to visualize how different suits will look on them, addressing the

challenge of buying tailored clothing online. Augmented reality applications enable virtual try-ons, enhancing the online shopping experience and reducing the need for physical stores.

As technology continues to advance, the integration of artificial intelligence and machine learning may further personalize the online shopping journey, providing tailored recommendations based on individual preferences and style history.

### Inclusive Sizing and Body Positivity

The fashion industry has long been critiqued for its limited representation of body types and sizes. In recent years, there has been a positive shift towards inclusivity, with an increasing number of brands recognizing the importance of offering a diverse range of sizes and promoting body positivity.

This trend is particularly relevant in the men's suit market, where the traditional emphasis on slim and athletic cuts is giving way to a more inclusive sizing approach. Brands are expanding their size ranges to accommodate a broader spectrum of body shapes and sizes, ensuring that men of all proportions can find suits that fit comfortably and make them feel confident.

Moreover, marketing campaigns and fashion shows are featuring a more diverse array of models, challenging conventional norms and fostering a more inclusive and representative image of masculinity. As this trend gains momentum, it is likely to become a standard practice, reshaping the perception of men's fashion.

### Rise of Made-to-Measure and Customization Services

Consumers increasingly desire personalized and unique products, and this demand for individualization is impacting the men's suit market. The rise of made-to-measure and customization services is a prominent trend, allowing customers to create suits tailored to their precise measurements, style preferences, and design choices.

Made-to-measure services go beyond providing a better fit; they empower consumers to be co-creators of their clothing. Customers can choose from a variety of fabrics, select lapel styles, decide on buttons, and even add personalized details. This level of customization not only satisfies the desire for uniqueness but also enhances the emotional connection between the consumer and the product.



Digital platforms play a crucial role in facilitating customization, with online interfaces allowing customers to experiment with different design options. This trend is expected to grow as technology enables more sophisticated virtual fitting experiences, providing an even greater degree of personalization.

### Fusion of Traditional Craftsmanship and Innovation

The men's suit market is witnessing a fusion of traditional craftsmanship with modern innovation. While technology is reshaping the shopping experience and production processes, there is a simultaneous appreciation for the artistry and heritage associated with traditional tailoring.

Luxury brands, in particular, are placing a premium on craftsmanship, highlighting the meticulous detailing, hand stitching, and quality materials that define a well-made suit. At the same time, technological advancements are being leveraged to streamline production, enhance efficiency, and introduce innovative design elements.

This trend reflects a desire for authenticity and quality, with consumers valuing the craftsmanship that goes into creating a suit while also expecting brands to embrace modern practices that improve accessibility and sustainability.

### Segmental Insights

#### Product Type Insights

The informal wear segment is rapidly gaining prominence within the global men's fashion landscape, marking a departure from traditional formal attire. As societal norms and workplace cultures evolve, there's a discernible shift towards more casual and versatile styles, and the informal wear segment is at the forefront of this transformation. Casualization is not just a trend but a reflection of the changing lifestyle preferences of modern men.

This segment encompasses a diverse range of clothing options, from smart-casual blazers to comfortable yet stylish chinos and tailored casual shirts. The demand for relaxed, yet well-put-together looks has given rise to creative designs that blend comfort with fashion-forward aesthetics. Fabrics are chosen for their softness and flexibility, allowing individuals to seamlessly transition from work to social settings.

E-commerce platforms have played a pivotal role in the growth of the informal wear

market, providing consumers with easy access to a variety of options that cater to their desire for both comfort and style. The rise of remote work and the increasing importance of work-life balance have further fueled the demand for informal wear, making it a dynamic and thriving segment within the broader men's fashion industry. As this trend continues to gain momentum, we can expect to see innovative designs and a diverse array of choices that redefine the notion of men's fashion in the 21st century.

### Distribution Channel Insights

The online segment has emerged as a dynamic and rapidly growing force within the global men's fashion market. With the advent of e-commerce, the way men shop for clothing has undergone a revolutionary transformation. Online platforms offer a vast array of choices, providing convenience, accessibility, and a personalized shopping experience.

Men are increasingly turning to online channels to explore and purchase a diverse range of fashion items, including suits and formal wear. The convenience of browsing through an extensive collection, comparing styles, and reading customer reviews has fueled the growth of online sales. Virtual fitting rooms and augmented reality applications have addressed the challenge of buying tailored clothing online, allowing consumers to visualize how suits will look on them before making a purchase.

The online segment has not only democratized access to global fashion but has also become a hub for emerging and independent designers, offering unique and niche styles. As digital technology continues to advance, the integration of artificial intelligence and machine learning is expected to further enhance the online shopping experience, providing personalized recommendations and a more interactive interface.

The global shift towards online shopping, accelerated by factors such as the COVID-19 pandemic and changing consumer preferences, positions the online segment as a key driver in the future of the men's fashion market. As digital platforms continue to innovate and adapt, the online segment is likely to play a pivotal role in shaping the industry's landscape in the years to come.

### Regional Insights

Europe stands out as a thriving and diverse segment within the global men's fashion market, characterized by a rich tapestry of styles influenced by history, culture, and contemporary trends. The European fashion landscape is synonymous with elegance,

sophistication, and a commitment to craftsmanship, making it an increasingly significant player in the global market.

European men's fashion encompasses a wide range of styles, from the timeless and tailored elegance of Italian and British suits to the casual yet refined looks embraced in Scandinavian and French fashion. The region's emphasis on quality materials, meticulous craftsmanship, and attention to detail has positioned European brands as leaders in the industry.

With fashion capitals such as Milan, Paris, and London at its helm, Europe serves as a trendsetter, influencing global fashion preferences. The rise of sustainability and ethical practices has gained particular traction in European fashion, reflecting a commitment to responsible consumerism.

E-commerce has played a pivotal role in the growth of the European men's fashion segment, providing consumers worldwide with access to renowned European brands and emerging designers. The region's diverse fashion ecosystem, coupled with a consumer base that values both tradition and innovation, positions Europe as a dynamic and continuously evolving force within the broader men's fashion market. As the industry embraces diversity and inclusivity, the European segment is poised to play an even more significant role in shaping the future of men's fashion on a global scale.

## Key Market Players

Hugo Boss

Ermenegildo Zegna

Tom Ford

Canali

Prada

Brioni

Gucci

Ralph Lauren

Dolce & Gabbana

Christian Dior

Report Scope:

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

Men Suit Market, By Product Type:

Formal

Informal

Men Suit Market, By Distribution Channel:

Online

Offline

Men Suit Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

## Competitive Landscape

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

Available Customizations:

Global Men Suit 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Sources of Information

### **5. GLOBAL MEN SUIT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type Market Share Analysis (Formal, Informal)

- 5.2.2. By Distribution Channel Market Share Analysis (Online, Offline)
- 5.2.3. By Regional Market Share Analysis
  - 5.2.3.1. North America Market Share Analysis
  - 5.2.3.2. Europe Market Share Analysis
  - 5.2.3.3. Asia-Pacific Market Share Analysis
  - 5.2.3.4. Middle East & Africa Market Share Analysis
  - 5.2.3.5. South America Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Men Suit Market Mapping & Opportunity Assessment
  - 5.3.1. By Product Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.3. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA MEN SUIT MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product Type Market Share Analysis
  - 6.2.2. By Distribution Channel Market Share Analysis
  - 6.2.3. By Country Market Share Analysis
    - 6.2.3.1. United States Men Suit Market Outlook
      - 6.2.3.1.1. Market Size & Forecast
        - 6.2.3.1.1.1. By Value
      - 6.2.3.1.2. Market Share & Forecast
        - 6.2.3.1.2.1. By Product Type Market Share Analysis
        - 6.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 6.2.3.2. Canada Men Suit Market Outlook
      - 6.2.3.2.1. Market Size & Forecast
        - 6.2.3.2.1.1. By Value
      - 6.2.3.2.2. Market Share & Forecast
        - 6.2.3.2.2.1. By Product Type Market Share Analysis
        - 6.2.3.2.2.2. By Distribution Channel Market Share Analysis
    - 6.2.3.3. Mexico Men Suit Market Outlook
      - 6.2.3.3.1. Market Size & Forecast
        - 6.2.3.3.1.1. By Value
      - 6.2.3.3.2. Market Share & Forecast
        - 6.2.3.3.2.1. By Product Type Market Share Analysis
        - 6.2.3.3.2.2. By Distribution Channel Market Share Analysis



## 7. EUROPE MEN SUIT MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product Type Market Share Analysis

#### 7.2.2. By Distribution Channel Market Share Analysis

#### 7.2.3. By Country Market Share Analysis

##### 7.2.3.1. France Men Suit Market Outlook

###### 7.2.3.1.1. Market Size & Forecast

###### 7.2.3.1.1.1. By Value

###### 7.2.3.1.2. Market Share & Forecast

###### 7.2.3.1.2.1. By Product Type Market Share Analysis

###### 7.2.3.1.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.2. United Kingdom Men Suit Market Outlook

###### 7.2.3.2.1. Market Size & Forecast

###### 7.2.3.2.1.1. By Value

###### 7.2.3.2.2. Market Share & Forecast

###### 7.2.3.2.2.1. By Product Type Market Share Analysis

###### 7.2.3.2.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.3. Italy Men Suit Market Outlook

###### 7.2.3.3.1. Market Size & Forecast

###### 7.2.3.3.1.1. By Value

###### 7.2.3.3.2. Market Share & Forecast

###### 7.2.3.3.2.1. By Product Type Market Share Analysis

###### 7.2.3.3.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.4. Germany Men Suit Market Outlook

###### 7.2.3.4.1. Market Size & Forecast

###### 7.2.3.4.1.1. By Value

###### 7.2.3.4.2. Market Share & Forecast

###### 7.2.3.4.2.1. By Product Type Market Share Analysis

###### 7.2.3.4.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.5. Spain Men Suit Market Outlook

###### 7.2.3.5.1. Market Size & Forecast

###### 7.2.3.5.1.1. By Value

###### 7.2.3.5.2. Market Share & Forecast

###### 7.2.3.5.2.1. By Product Type Market Share Analysis

###### 7.2.3.5.2.2. By Distribution Channel Market Share Analysis

## 8. ASIA-PACIFIC MEN SUIT MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Product Type Market Share Analysis

#### 8.2.2. By Distribution Channel Market Share Analysis

#### 8.2.3. By Country Market Share Analysis

##### 8.2.3.1. China Men Suit Market Outlook

###### 8.2.3.1.1. Market Size & Forecast

###### 8.2.3.1.1.1. By Value

###### 8.2.3.1.2. Market Share & Forecast

###### 8.2.3.1.2.1. By Product Type Market Share Analysis

###### 8.2.3.1.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.2. India Men Suit Market Outlook

###### 8.2.3.2.1. Market Size & Forecast

###### 8.2.3.2.1.1. By Value

###### 8.2.3.2.2. Market Share & Forecast

###### 8.2.3.2.2.1. By Product Type Market Share Analysis

###### 8.2.3.2.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.3. Japan Men Suit Market Outlook

###### 8.2.3.3.1. Market Size & Forecast

###### 8.2.3.3.1.1. By Value

###### 8.2.3.3.2. Market Share & Forecast

###### 8.2.3.3.2.1. By Product Type Market Share Analysis

###### 8.2.3.3.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.4. Australia Men Suit Market Outlook

###### 8.2.3.4.1. Market Size & Forecast

###### 8.2.3.4.1.1. By Value

###### 8.2.3.4.2. Market Share & Forecast

###### 8.2.3.4.2.1. By Product Type Market Share Analysis

###### 8.2.3.4.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.5. South Korea Men Suit Market Outlook

###### 8.2.3.5.1. Market Size & Forecast

###### 8.2.3.5.1.1. By Value

###### 8.2.3.5.2. Market Share & Forecast

###### 8.2.3.5.2.1. By Product Type Market Share Analysis

###### 8.2.3.5.2.2. By Distribution Channel Market Share Analysis

- 8.2.3.6. Indonesia Men Suit Market Outlook
  - 8.2.3.6.1. Market Size & Forecast
    - 8.2.3.6.1.1. By Value
  - 8.2.3.6.2. Market Share & Forecast
    - 8.2.3.6.2.1. By Product Type Market Share Analysis
    - 8.2.3.6.2.2. By Distribution Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA MEN SUIT MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type Market Share Analysis
  - 9.2.2. By Distribution Channel Market Share Analysis
  - 9.2.3. By Country Market Share Analysis
    - 9.2.3.1. South Africa Men Suit Market Outlook
      - 9.2.3.1.1. Market Size & Forecast
        - 9.2.3.1.1.1. By Value
      - 9.2.3.1.2. Market Share & Forecast
        - 9.2.3.1.2.1. By Product Type Market Share Analysis
        - 9.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.2. Saudi Arabia Men Suit Market Outlook
      - 9.2.3.2.1. Market Size & Forecast
        - 9.2.3.2.1.1. By Value
      - 9.2.3.2.2. Market Share & Forecast
        - 9.2.3.2.2.1. By Product Type Market Share Analysis
        - 9.2.3.2.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.3. UAE Men Suit Market Outlook
      - 9.2.3.3.1. Market Size & Forecast
        - 9.2.3.3.1.1. By Value
      - 9.2.3.3.2. Market Share & Forecast
        - 9.2.3.3.2.1. By Product Type Market Share Analysis
        - 9.2.3.3.2.2. By Distribution Channel Market Share Analysis
    - 9.2.3.4. Turkey Men Suit Market Outlook
      - 9.2.3.4.1. Market Size & Forecast
        - 9.2.3.4.1.1. By Value
      - 9.2.3.4.2. Market Share & Forecast
        - 9.2.3.4.2.1. By Product Type Market Share Analysis
        - 9.2.3.4.2.2. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA MEN SUIT MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Product Type Market Share Analysis

#### 10.2.2. By Distribution Channel Market Share Analysis

#### 10.2.3. By Country Market Share Analysis

##### 10.2.3.1. Argentina Men Suit Market Outlook

###### 10.2.3.1.1. Market Size & Forecast

###### 10.2.3.1.1.1. By Value

###### 10.2.3.1.2. Market Share & Forecast

###### 10.2.3.1.2.1. By Product Type Market Share Analysis

###### 10.2.3.1.2.2. By Distribution Channel Market Share Analysis

##### 10.2.3.2. Colombia Men Suit Market Outlook

###### 10.2.3.2.1. Market Size & Forecast

###### 10.2.3.2.1.1. By Value

###### 10.2.3.2.2. Market Share & Forecast

###### 10.2.3.2.2.1. By Product Type Market Share Analysis

###### 10.2.3.2.2.2. By Distribution Channel Market Share Analysis

##### 10.2.3.3. Brazil Men Suit Market Outlook

###### 10.2.3.3.1. Market Size & Forecast

###### 10.2.3.3.1.1. By Value

###### 10.2.3.3.2. Market Share & Forecast

###### 10.2.3.3.2.1. By Product Type Market Share Analysis

###### 10.2.3.3.2.2. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

### 11.1. Drivers

### 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL MEN SUIT MARKET**

### 12.1. Impact Assessment Model

#### 12.1.1. Key Segments Impacted

#### 12.1.2. Key Distribution Channel Impacted

#### 12.1.3. Key Countries Impacted

## 13. MARKET TRENDS & DEVELOPMENTS

### 14. COMPETITIVE LANDSCAPE

#### 14.1. Company Profiles

##### 14.1.1. Hugo Boss

###### 14.1.1.1. Company Details

###### 14.1.1.2. Products

###### 14.1.1.3. Financials (As Per Availability)

###### 14.1.1.4. Key Market Focus & Geographical Presence

###### 14.1.1.5. Recent Developments

###### 14.1.1.6. Key Management Personnel

##### 14.1.2. Ermenegildo Zegna

###### 14.1.2.1. Company Details

###### 14.1.2.2. Products

###### 14.1.2.3. Financials (As Per Availability)

###### 14.1.2.4. Key Market Focus & Geographical Presence

###### 14.1.2.5. Recent Developments

###### 14.1.2.6. Key Management Personnel

##### 14.1.3. Tom Ford

###### 14.1.3.1. Company Details

###### 14.1.3.2. Products

###### 14.1.3.3. Financials (As Per Availability)

###### 14.1.3.4. Key Market Focus & Geographical Presence

###### 14.1.3.5. Recent Developments

###### 14.1.3.6. Key Management Personnel

##### 14.1.4. Canali

###### 14.1.4.1. Company Details

###### 14.1.4.2. Products

###### 14.1.4.3. Financials (As Per Availability)

###### 14.1.4.4. Key Market Focus & Geographical Presence

###### 14.1.4.5. Recent Developments

###### 14.1.4.6. Key Management Personnel

##### 14.1.5. Prada

###### 14.1.5.1. Company Details

###### 14.1.5.2. Products

###### 14.1.5.3. Financials (As Per Availability)

- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. Brioni
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Gucci
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Ralph Lauren
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Dolce & Gabbana
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Christian Dior
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

15.1. Key Focus Areas

15.2. Target Product Type

15.3. Target Distribution Channel

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