

Flannel Shirts Market Size, Share, and Outlook, 2025 Report- By Type (Cotton Flannel, Ceylon Flannel, Others), Fit (Regular, Slim, Tailored), Pattern (Checkered, Solid, Self Design, Printed, Striped), Sleeve Type (Half Sleeve, Full Sleeve, 3/4th Sleeve, Roll-up Sleeve), Application (Men, Women, Kids), Distribution Channel (Clothing Stores, Specialty Brand Stores, Hypermarkets and Supermarkets, Online), and Companies, 2021-2032

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Abstracts

Flannel Shirts Market Outlook

The global Flannel Shirts market is expected to register a growth rate of 5.4% during the forecast period from 2024 to 2032. The Flannel Shirts market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Flannel Shirts segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Cotton Flannel, Ceylon Flannel, Others), Fit (Regular, Slim, Tailored), Pattern (Checkered, Solid, Self Design, Printed, Striped), Sleeve Type (Half Sleeve, Full Sleeve, 3/4th Sleeve, Roll-up Sleeve), Application (Men, Women, Kids), Distribution Channel (Clothing Stores, Specialty Brand Stores, Hypermarkets and Supermarkets, Online). Over 70 tables and charts showcase findings from our latest survey report on Flannel Shirts markets.

Flannel Shirts Market Insights, 2025

The flannel shirts market in 2025 is characterized by its enduring popularity as a versatile apparel staple blending comfort and style. Renewed consumer interest in sustainable fashion elevates flannel shirts made from organic cotton and recycled fibers. The segment appeals across demographics—from outdoor enthusiasts valuing warmth and durability to urban consumers incorporating flannel shirts into casual and layered outfits. Fashion cycles revive classic patterns such as plaid, alongside modern variations and colorways catering to evolving tastes. The workwear sector continues to drive demand due to flannel's ruggedness. E-commerce channels, social media fashion influencers, and seasonal promotions enhance visibility and sales. Additionally, brand collaborations and limited-edition releases sustain consumer engagement. Flannel shirt manufacturers emphasize ethical sourcing and transparent supply chains to meet increasing consumer expectations.

Five Trends that will define global Flannel Shirts market in 2025 and Beyond

A closer look at the multi-million global market for Flannel Shirts identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Flannel Shirts companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Flannel Shirts industry?

The Flannel Shirts sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Flannel Shirts Market Segment Insights

The Flannel Shirts industry presents strong offers across categories. The analytical report offers forecasts of Flannel Shirts industry performance across segments and countries. Key segments in the industry include By Type (Cotton Flannel, Ceylon

Flannel, Others), Fit (Regular, Slim, Tailored), Pattern (Checkered, Solid, Self Design, Printed, Striped), Sleeve Type (Half Sleeve, Full Sleeve, 3/4th Sleeve, Roll-up Sleeve), Application (Men, Women, Kids), Distribution Channel (Clothing Stores, Specialty Brand Stores, Hypermarkets and Supermarkets, Online). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Flannel Shirts market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Flannel Shirts industry ecosystem. It assists decision-makers in evaluating global Flannel Shirts market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Flannel Shirts industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Flannel Shirts Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Flannel Shirts Industry 2025: Focus on Accelerating

Flannel Shirts Market Size, Share, and Outlook, 2025 Report- By Type (Cotton Flannel, Ceylon Flannel, Others),...

Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Flannel Shirts with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Flannel Shirts market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Flannel Shirts market Insights Executives are most excited about opportunities for the US Flannel Shirts industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Flannel Shirts companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Flannel Shirts market.

Latin American Flannel Shirts market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Flannel Shirts Markets
New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Flannel

Shirts markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Flannel Shirts markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Flannel Shirts companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include H and M Hennes and Mauritz AB, NIKE, Inc., Fast Retailing Co., Ltd., Gap Inc., adidas AG, CandA Mode GmbH and Co. KG, Gildan Activewear Inc., Industria de Dise?o Textil, S.A, Esprit Holdings Limited, Hanesbrands Inc., Li Ning Company Limited, Gildan Activewear Inc, BESTSELLER A/S, Levi Strauss and Co., Ralph Lauren Corporation, HUGO BOSS AG, Under Armour, Inc., Brooks Brothers Group, Inc., Next plc, Lacoste S.A., TOM TAILOR Holding SE, Shenzhen Metersbonwe Fashion and Accessories Co., Ltd., Zhejiang Semir Garment Co., Ltd., s.Oliver Bernd Freier GmbH and Co. KG, Paul Stuart, Inc.

Flannel Shirts Market Scope

Leading Segments

By Type

Cotton Flannel

Ceylon Flannel

Others

By Fit

Regular

Slim

Tailored

By Pattern

Checkered

Solid

Self Design

Printed

Striped

By

Sleeve Type

Half Sleeve

Full Sleeve

3/4th Sleeve

Roll-up Sleeve

By Application

Men

Women

Kids

By Distribution Channel

Clothing Stores

Specialty Brand Stores

Hypermarkets and Supermarkets

Online

Leading Companies

H and M Hennes and Mauritz AB

NIKE, Inc.

Fast Retailing Co., Ltd.

Gap Inc.

adidas AG

CandA Mode GmbH and Co. KG

Gildan Activewear Inc.

Industria de Dise?o Textil, S.A

Esprit Holdings Limited

Hanesbrands Inc.

Li Ning Company Limited

Gildan Activewear Inc

BESTSELLER A/S

Levi Strauss and Co.

Ralph Lauren Corporation

HUGO BOSS AG

Under Armour, Inc.

Brooks Brothers Group, Inc.

Next plc

Lacoste S.A.

TOM TAILOR Holding SE

Shenzhen Metersbonwe Fashion and Accessories Co., Ltd.

Zhejiang Semir Garment Co., Ltd.

s.Oliver Bernd Freier GmbH and Co. KG

Paul Stuart, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Sleeve Type

Half Sleeve

Full Sleeve

3/4TH SLEEVE

Roll-up Sleeve

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Gap Inc.

adidas AG

CandA Mode GmbH and Co. KG

Gildan Activewear Inc.

Industria de Dise?o Textil, S.A

Esprit Holdings Limited

Hanesbrands Inc.

Li Ning Company Limited

Gildan Activewear Inc

BESTSELLER A/S

Levi Strauss and Co.

Ralph Lauren Corporation

HUGO BOSS AG

Under Armour, Inc.

Brooks Brothers Group, Inc.

Next plc

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Paul Stuart, Inc.

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