

Men's Fashion Lifestyles - UK - October 2009

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What is this report about?

The menswear market is estimated to be worth £9.3 billion in 2009, down by 1.2% on 2008. Still, positive indicators are that Mintel's consumer data found that only 16% of all men say they are spending less money on clothes in 2009 compared to last year.

This report examines men's relationship with outerwear clothing – the way in which they shop, what motivates them to buy and which items they purchase. The report also analyses men's attitudes towards shopping, their habits and what they buy – and reveals how significantly these are influenced by their lifestage, especially having children, and their financial situation.

What have we found out?

- The menswear market is estimated to be worth just under £9.5 billion in 2009, down by 1.2% on 2008. But recovery is expected in 2010 with growth of 1.5% and a similar growth level in 2011.
- Men's interest in fashion primarily relates to need rather than desire: over 17 million men only buy clothes to replace worn items. Although male replacement purchasers are oriented to the over-45yr olds, it is not a question of money as they are relatively well off.
- Just under 4 million men say they buy new clothes for job interviews. Younger men are mostly motivated to buy clothes for a new job or job interview, and could be persuaded to trade up to better quality and fashionability in order to make a good impression.
- Men who are most interested in quality are most likely to be affluent family lifestage 35-44yr olds: they have the means to spend but probably not the time. Over 8 million men believe that quality is more important than the price and are willing to pay a little extra for something, if they perceive that 'it's worth it'.
- Mintel's consumer data found that almost forty percent of the most affluent men believe that quality is more important than price. The same proportion would rather buy one good-quality item than several cheap ones. The good news for quality fashion providers: this group of wealthier men is forecast to rise in numbers by more than 17% over the next five years (2009-14).
- By 2014, men over the age of 65 will account for more than 16% of the male population. The challenge for menswear clothing brands and retailers is the fact that these men are least interested in fashion/ clothing.

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