

Men's Clothes Shopping - US - May 2014

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“Most men’s clothing purchases are made as replacements for old or worn-out items, as well as to update wardrobes. Retailers can encourage greater frequency of shopping for men’s clothing by focusing on in-store services as well as showcasing clothing items in various styles to appeal to different tastes.”

– Ali Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- How will the growing Hispanic male population impact the men’s clothing market?
- What is the impact of online and mobile shopping in the men’s clothing market?
- What would encourage men to shop for clothing more often?

Total retail sales of men’s clothing reached \$62.1 billion in 2013 and are expected to grow in 2014. Sales are project to rise between 2013 and 2018. Many factors are likely to contribute to this growth including the growing Hispanic male population in the US, the rise of online and mobile shopping, and improved consumer confidence as a result of the growing economy.

This report builds on the analysis presented in Mintel’s Men’s Attitudes Toward Clothes Shopping – US, March 2012.

The purpose of this report is to identify the shopping behaviors and preferences among male shoppers when shopping for clothing. Clothing included in this report covers the following categories: jeans, pants/slacks, t-shirts, polo shirts, button-down shirts, sweaters, sport coats, suits, outerwear, shorts, workout clothes (shorts and shirts).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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