

## Men's Clothing - US - March 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Sales of men's clothing are expected to increase over the next five years, and grow at a faster pace than women's clothing over the same period. Men aged 25-34 are key to the market due to their transitional life stage as well as their relatively higher earnings (versus younger men, who also support growth)."

- Rupa Ghosh, Travel & Leisure Analyst

### This report looks at the following areas:

- Men aged 25-34 years primary consumers
- "Casualization" trend puts a damper on dressing up
- In-store receives more shoppers; mobile an under-utilized channel
- Potential of mobile shopping hindered by obstacles to user experience

The purpose of this Report is to identify men's shopping behaviors and attitudes toward shopping for clothing for themselves. For the purposes of this Report, men's clothing includes:

- Jeans, pants/slacks, T-shirts, polo shirts, button-down shirts, sweaters, sport coats, suits, outerwear, shorts, workout clothes (shorts and shirts).
- Underwear, sleepwear, footwear, and accessories are excluded from this Report.

This Report builds on the analysis presented in Mintel's *Men's Clothes Shopping – US, May 2014* and *Men's Attitudes toward Clothes Shopping – US, March 2012*.

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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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Hispanic and Asian males are key segments

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Kohl's

Target

Amazon

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Styling help with human factor: PS Dept.

Clothing recommendations and free shipping: East Dane

Digital lifestyle brands want to form a stronger bond: Jackthreads

Artificial intelligence for clothing recommendations: Northface

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Omnichannel approach quickly becoming table stakes

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Despite growth of online, in-store remains preferred mode of shopping  
Strengthening loyalty through retail cards, personalized offers

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Definition and demographics

Characteristics

Opportunities

Stylish Value Buyers (16%)

Definition and demographics

Characteristics

Opportunities

Status Quo Comfort Seekers (17%)

Definition and demographics

Characteristics and opportunities

Reluctant Budget Buyers (6%)

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