

# Men's Fashion Lifestyles - UK - April 2011

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## What is this report about?

The menswear market appears to be gradually recovering as we enter 2011, with the sector showing a slight increase in sales. Much of the growth, nevertheless, has been driven by higher average selling prices as a result of VAT rises and inflation.

This report looks at the men's fashion market in early 2011, analysing where men buy clothes from, how frequently they go shopping and assessing their attitudes towards shopping for clothes and their motivations for buying new garments.

## What have we found out?

- Mintel expects to see a slight recovery as the men's fashion sector appears to be the first to emerge from the recession.
- An increase in average selling prices has driven growth in menswear, while volume sales are down.
- Supermarkets have become the most popular outlets for buying menswear, with nearly four in ten (38%) men shopping there, rising to almost half of 45-54s.
- Over six in ten (62%) 16-24s like to dress in a fashionable way, which is significantly higher than the average of just over four in ten men (43%).
- Growing numbers of men are choosing to buy fewer items but better-quality clothes, with more than one in five (22%) investing in quality garments this year, compared with one in eight in 2010.
- Male consumers remain cautious in 2011, with one in six shopping in less expensive stores than 12 months ago.

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