

Menswear - UK - March 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Shopping online for clothes via mobile devices is still a small market, but there is real potential for growth for menswear. Consumers are increasingly using smartphones to browse for fashion whilst on the go, but with its convenient size for shopping – tablet computers are more popular for actual purchases.”

– Tamara Sender, Senior Clothing Analyst

In this report we answer the key questions:

- Is the focus on menswear increasing?
- How important is fashion to men?
- Have men cut back on buying menswear amid the continuing economic downturn?
- What is the profile of consumers driving growth in the menswear market?
- In an increasingly multichannel environment have men changed the way they shop?
- What is the growth potential for m-commerce?
- What can retailers do to improve the shopping experience for men?

The menswear market has continued to grow, increasing by 2% to an estimated £10.4 billion in 2012, despite an overall tough market for the retail sector. Male consumers have continued to spend on buying clothes, although they have adapted their shopping behaviour to a tougher climate and are buying clothes less often and increasingly only purchasing to replace worn out items. Men have also become bargain hunters and half mainly buy clothes when they are on sale, as well as comparing prices more before buying.

The menswear market is underserved compared to the womenswear market, with few specialist male clothing retailers. Men are more optimistic about their financial situation than women and while clothing is less of a priority for them, they are still purchasing new clothes. Over half of men are willing to pay more for a brand they like and a third are buying clothes online. This all creates an opportunity for further growth in the menswear sector.

This report looks at the men's fashion market in early 2013, analysing where men buy clothes, underwear and footwear from, how frequently they go shopping and assessing their attitudes towards shopping for clothes both in-store and online.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

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