

Menswear - UK - March 2015

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“The men’s clothing market has been growing at a faster rate than womenswear. Discounting has been a big issue across the clothing sector, but menswear is likely to have benefited from fewer men being interested in special offers than women.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the menswear market performed?
- What are the opportunities for growth?
- What innovations can help to drive interest in the menswear market?

The men’s clothing market has grown at a faster rate than womenswear, helped by a growing interest in men’s fashion. While young men stand out as the most fashion conscious and preoccupied by what they wear, an interest in the latest trends is not reserved for this age group and Mintel’s research shows that men aged 25-44 also show above-average interest in buying clothes that reflect the latest fashion.

The majority of men are spending the same amount on clothes in the last 12 months compared with the previous year. This is in sharp contrast to women, with a third having decreased their spend on clothing.

Among the main opportunities for future growth in the menswear market are an ageing male population, particularly divorced seniors who are experiencing a renewed interest in their appearance. Rising male obesity also presents scope for more mainstream retailers to offer larger size men’s clothing ranges.

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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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