

Menswear - UK - March 2016

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“Spend on clothing is increasingly competing with other areas such as leisure, with men showing a preference for spending their extra money on activities such as dining out and going out rather than on fashion. This means that clothing retailers will have to work harder than ever to encourage men to part with their money.”
– 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 in 2015 as more retailers which have previously focused on womenswear are responding to greater demand from men by expanding their menswear ranges. Retailers including New Look and River Island have expanded their menswear ranges over the last year, while more designers are debuting men's clothing collections.

While the whole clothing market has seen slower growth in 2015 than the previous year due to the impact of widespread discounting, menswear has benefited from men being less interested in clothes on promotion than women.

An ageing population will mean that retailers targeting older men aged 45 and over need to focus on designing stylish clothes for this age group.

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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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