

Menswear - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“After a sustained period of strong growth, the UK menswear market is slowing and the outlook is more challenging, particularly as competition has continued to rise. To succeed, retailers need to have a clear understanding of their menswear customer and be able to offer them a compelling and differentiated product mix.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- **Online fuelling growth in the UK menswear market**
- **A competitive environment for premium brands**
- **Changing the menswear marketing message**

Although the menswear sector has become more crowded, there are still plenty of opportunities that retailers can leverage to succeed. Mirroring the wider clothing market, differentiation is key and this is not only important in terms of product, but also in terms of experience. In addition to offering consumers a unique and compelling range, retailers should be looking to utilise the convenience and price-led way men shop for fashion to create a shopping experience that is as frictionless as possible.

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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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