

Menswear - UK - March 2020

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“While there are still opportunities for growth in the menswear market, the sector has become much more competitive and more challenging. Faced with greater choice, male shoppers have become more demanding and savvy, seeking out quality products, whilst remaining price-conscious and aware of the large number of discounts available.”

– **Tamara Sender Ceron, Senior Fashion Analyst**

This report looks at the following areas:

A lot of the increasing choice in the men's fashion market has come from the growth of menswear pureplays as men shop for clothes more online and young men seek out fashion recommendations on social media.

- **How to drive purchasing in a more competitive market**
- **Adapting to the shift towards online purchasing**
- **Appealing to the under-served ageing male consumer**

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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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