



Menswear - UK - 2022

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This report looks at the following areas:

- How will the cost-of-living squeeze impact the menswear market?
- How menswear is emerging from the disruption caused by COVID-19 and forecasts for recovery.
- How and where people have bought menswear in the last 12 months and growth in online purchasing.
- Changes in shopping priorities when buying menswear in the last year.
- Attitudes towards shopping for menswear and interest in the latest innovations.

Men see shopping for clothes as significantly less enjoyable than women (47% of male shoppers versus 55% of female shoppers), highlighting a big opportunity for menswear retailers to do more to focus on improving the shopping experience and making it seamless whatever channel or device is used.

Men will face growing uncertainties that will hit their spending on menswear during 2022 including the unwinding of pandemic savings, inflation in essential goods, inflation in the selling price of fashion products and increases in UK taxes and mortgage rates. Fashion retailers have already started to increase their prices, with garment CPIH running at 9.4% in February 2022. This cumulative price pressure from all angles will naturally have a significant impact on consumer behaviour in 2022 and depress volume growth of menswear.

While there is likely to be an intensification of savvy shopping habits from men, as seen in the last recession, it is best for retailers to avoid chasing demand through ongoing promotions and instead build a foundation of everyday low pricing. There is scope for retailers to do this by adding entry-level menswear ranges to their existing collections so that customers can trade down within a retailer rather than switching to another brand.



“The beginning of 2022 has seen significant pent-up demand for menswear as lifestyles reverted to more normalised routines. However, as the income squeeze begins to bite, spending on the category is likely to be hit as people prioritise spend on essential items and categories such as travel and leisure that they cut back on during the pandemic.”

- Tamara Sender Ceron,
Senior Fashion Analyst, April

2022

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There are big opportunities for menswear retailers to tap into the burgeoning gaming market as young men, who are the main clothes buyers, are increasingly spending their time engaged with video and mobile games and esports. Gamification has been a popular way for fashion brands to connect with consumers during the pandemic and offers a playful way for people to consume and discover fashion content and several retailers popular among young men are looking to take this further by expanding into the esports market through branded in-game experiences and products.

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