

Menswear - UK - 2023

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- How will the cost-of-living squeeze impact the menswear market?
- 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.

60% of male Gen Zs and Millennials see buying new clothes as a mood booster. In a more competitive environment, menswear retailers need to do more to differentiate themselves; creating stores that stand out from the ordinary through their unique offering and experiences can help.

The menswear market will prove to be more resilient than the womenswear market during the cost-of-living crisis, with consumer spending on men's clothing estimated to increase 3% in 2023 to reach £15.4 billion, up from £15 billion in 2022. Men are more confident than women about their finances, with the latest data showing that men are significantly less likely than women to have felt the impact of inflationary pressures such as increases in food and drink prices and gas and electricity prices in the last two months to February 2023.

As only 81% of over-55 males purchased new clothing compared to 95% of males aged 16-34, an ageing population could negatively impact value growth of menswear. Retailers need to do more to engage with these infrequent menswear buyers and they can appeal to them through timeless, quality products as this demographic is more likely than average to agree seasonal clothing has become less important and that looking after your clothes is important.

It is important for retailers to look at ways they can make the shopping experience more fun, particularly amid an era of uncertainty. Mintel Trend



"The menswear market will benefit in 2023 from men being more confident about their finances than women. While men are making some changes to their clothes shopping habits as a result of the cost-of-living crisis, their purchasing patterns have been less impacted than those of women."

– **Tamara Sender Ceron,**
Associate Director – Fashion Retail

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Driver Technology under the Digital Entertainment Pillar looks at how for many younger consumers, digital technologies provide entertainment and pleasure and are part of their leisure activities. Given the high level of interest in gamification and the metaverse among young men, retailers targeting this group need to continue to innovate in this space.

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