

Men's Clothing - US - 2023

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This report looks at the following areas:

- The impact of inflation on the men's clothing market
- Most important clothing attributes
- Reasons men have purchased clothing in the past year
- Where and how men are shopping for clothes
- The role of sustainability in the clothing path to purchase
- Areas of opportunity for clothing retailers and brands

Despite inflation and other macroeconomic concerns, the men's clothing market is slated to see a sales increase in 2023 and thereafter, albeit at more moderate growth rates as the industry finally stabilizes from the pandemic.

Nearly half (44%) of men are not buying clothing as frequently and reducing impulse purchases (42%) as ways to deal with inflation. Those who are pulling back on clothing are doing so namely because they are saving money overall or prioritizing their income for essentials instead. This is not the case for all men of course, as those with more secure financial situations feel differently – and are more open to allowing for some indulgent clothing purchases. Still, inflation has been the biggest threat to the men's clothing market in the past couple of years. Inflation is improving, and so is consumer confidence, which should lead to an increased willingness among men to reinstate clothing expenditures.

Sustainability continues to be a significant topic in fashion, and one that brings a myriad of opportunities for retailers. Men are factoring brands' sustainability initiatives into their purchase decisions, thus they are paying attention and are eager to learn, affording companies the chance to lead change through education and empowerment. As consumers seek value and eco-friendly options, the circular economy is booming, giving retailers a new way to facilitate the exchange of preowned clothing options between customers, to offer more shopping options such as rentals and repair services, and to protect the environment at the same time.



“The perception that men don't like to shop for clothes is misguided. A majority of men think it's fun to shop for clothes. Men are more likely than women to be purposeful about their shopping conquests and seek out direct means to find what they want in the most efficient way.”

– **Diana Smith, Associate Director – Retail & eCommerce**

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