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

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100

reports.mintel.com © 2023 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.
Table of Contents

OVERVIEW
• What you need to know
• This Report looks at the following areas
  • Definition
  • Market context

EXECUTIVE SUMMARY
• Top takeaways
• Consumer trends
• Gen Z and Millennial men are the most engaged consumers
  Figure 1: Shopping frequency, by generation, 2023
• Men shop with a purpose
  Figure 2: Reasons for buying clothes, 2023
• Men value expertise, quality and ethics from the merchants they shop
  Figure 3: Retailers shopped – Any shopping (net), 2023
• Digital on track to play a bigger role in purchase journey
  Figure 4: Future shopping method, by generation, 2023
• Competitive strategies
  Figure 5: J.Crew launches new mobile app
  Figure 6: Olderbrother promotes gender-fluid clothing
  Figure 7: ASKET educates consumers about sustainable fashion
• Market predictions
  Figure 8: Total US retail sales and fan chart forecast of men’s clothing, at current prices, 2018-28
  Figure 9: Men’s clothing outlook, 2023-28
• Opportunities
  • Help men look their best through personalized recommendations and services
  • Earn favorability among men by being a change advocate
  • Double down on activewear

MARKET SIZE AND FORECAST
• Inflation is muddying sales forecast for 2023
  Figure 10: Total US retail sales and fan chart forecast of men’s clothing, at current prices, 2018-28
  Figure 11: Total US retail sales forecast of men’s clothing, at current prices, 2018-28
  Figure 12: Average annual household spending on men’s clothing, 2018-23
MARKET DRIVERS

- Inflation is the current biggest threat to the men’s clothing industry
- Good news is that inflation is improving for the most part
  - Figure 13: Consumer Price Index change from previous period, 2022-23
  - Figure 14: Consumer Price Index for all urban consumers: apparel in US city average, 2022-23
- Men still find clothing to be rather affordable
  - Figure 15: Consumer goods and services: perception of current costs, 2023
- Consumers are pulling back on clothing purchases in reaction to price pressure
  - Figure 16: Inflation-driven behaviors, 2023
  - Figure 17: Inflation-driven behaviors, by age, 2023
- Men are reducing overall spending, not just clothing expenditures
  - Figure 18: Reasons for buying clothing less frequently in past year, by age, 2023
- Younger men view the circular economy as a way to boost their income
  - Figure 19: How earnings from selling clothing were used, by gender, 2023
  - Figure 20: Financial health and financial outlook, 2023
- The widespread obesity epidemic in the US fuels the market for extended sizing
  - Figure 21: Age-adjusted prevalence of obesity among men aged 20 or older, by age and race and Hispanic origin, 2017-18
- Increase in remote and hybrid work settings drives demand for comfortable work attire
  - Figure 22: Employment and work from home status, by age, 2023
  - Figure 23: Birddogs compares its work pants to other brands

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Bring on the tech
- Observations
- Opportunity
- Brand examples
  - Figure 24: J.Crew launches new mobile app
- Fashion brands go genderless
- Observations
• Opportunity
• Brand examples
  Figure 25: Olderbrother promotes gender-fluid clothing
  Figure 26: IJJI partners with Urbody on a genderless fashion giveaway promotion
• Rentals and repair services are popping up
• Observations
  Figure 27: Attitude toward preowned clothing, by gender; age and income, 2023
  Figure 28: Method of acquiring items, by gender, 2022
  Figure 29: Attitudes toward rentals, by gender, 2022
• Opportunity
• Brand examples
  Figure 30: Hyde promotes its men’s styling subscription service
  Figure 31: Taelor makes it easy for men to know what’s in style
  Figure 32: ASKET educates consumers about sustainable fashion

THE MEN’S CLOTHING CONSUMER – FAST FACTS

SHOPPING FREQUENCY AND SEASONALITY
• Men can be enticed to shop more frequently – reminders and incentives will help
  Figure 33: Shopping frequency, 2020–23
  Figure 34: Google promotes new ways to search by featuring fashion and sports
• Age, more than income, is the primary driver behind shopping frequency
  Figure 35: Shopping frequency, by age and income, 2023
• Men inclined to shop for clothing seasonally rather than year-round
  Figure 36: Shopping seasonality, by gender, 2023
  Figure 37: Shopping seasonality, by age, 2023

IMPORTANT ATTRIBUTES
• Fit is king, but men consider multiple attributes when clothes shopping
  Figure 38: Important attributes when clothes shopping, by gender, 2023
  Figure 39: Cuts highlights versatility of its AO Pant
  Figure 40: Important attributes when clothes shopping, by age, 2023
REASONS FOR BUYING CLOTHES

• Tangible reasons and occasions drive purchase incidence among men
  Figure 41: Reasons for buying clothes, 2023

• Trends and designs can appeal to younger men
  Figure 42: Reasons for buying clothes, by generation, 2023

• Looking good is feeling good, especially true for Black men
  Figure 43: Reasons for buying clothes, by race and Hispanic origin, 2023

ITEMS PURCHASED

• Casual items purchased in the store define how the majority of men shop
  Figure 44: Items purchased, 2023

• 18-44 men are a sweet spot for brands
  Figure 45: Items purchased, by age, 2023
  Figure 46: Items purchased – Index versus all, by age, 2023

RETAILERS SHOPPED

• Men are open to shopping wherever they can get the clothing and styles they want
  Figure 47: Retailers shopped – Any shopping (net), 2023

• Men like to have access to luxury items, even if it means finding them at places other than luxury retailers
  Figure 48: Percentage of men who shop at luxury stores (any method, net), by attitudes about luxury items – Any agree (net), by age and income, race and Hispanic origin, 2023
  Figure 49: Gucci and GQ Sports feature sports celebrities’ road to the top
  Figure 50: Louis Vuitton presented its men’s spring-summer 2024 collection by Pharrell Williams in Paris

• In-store preferred in all cases
  Figure 51: Retailers shopped, by channel, 2023

• Younger men are not the only online shoppers
  Figure 52: Select retailers shopped online, by generation, 2023

SHOPPING APPROACH

• eCommerce will play a much bigger role in the future
  Figure 53: Future shopping method, 2023

• Millennial men will boost mcommerce
  Figure 54: Future shopping method, by generation, 2023

• Return policies can impact online shopping rates
  Figure 55: Return tendency, by age, 2023
Figure 56: Attitude toward shopping online and returns, by age, 2023

- Retailers will need to work harder to drive shoppers into the store
Figure 57: Desired in-store experiences, 2023
Figure 58: Tommy Hilfiger rolls out AR try-ons in select London stores

- Men under 35 express the most interest in many facets of in-store retailing
Figure 59: Desired in-store experiences – Index versus all, by age, 2023

- Black consumers in particular express strong interest in most in-store features
Figure 60: Select desired in-store experiences, by race; Hispanic origin, 2023

- Family-oriented experiences can lure dads inside
Figure 61: Desired in-store experiences, by parental status, 2023
Figure 62: Bergdorf Goodman revamps second floor of Goodman’s men’s store
Figure 63: Dick’s Sporting goods rolls out more House of Sport experiential stores

**DESIRED IMPROVEMENTS**

- Men are looking for shortcuts
Figure 64: Desired improvements, 2023

- Digital fashion is an emerging opportunity for brands to connect with Gen Z and Millennial men in a unique way
Figure 65: Desired improvements, by key demographics, 2023
Figure 66: Decentraland announces line up for 2023 Metaverse Fashion Week
Figure 67: Diesel throws a virtual party to celebrate Metaverse Fashion Week
Figure 68: Prada drops a 50-piece NFT collection to celebrate one year anniversary of its Time Capsule NFT Collection

**ROLE OF SUSTAINABILITY IN FASHION**

- Two in three men think sustainability in fashion is important
Figure 69: Importance of sustainability, 2023

- Sustainability initiatives influence shopping choices and perceptions
Figure 70: Attitudes toward sustainability, by generation, 2023
Retailers can earn preference by helping consumers be more sustainable themselves and rewarding them for doing so.

Consumers want information on materials and how to care for their items.

Men use clothing as a way to express themselves.

Multicultural men much more likely to think clothes shopping is fun – even more so than women!

DEI is a big focus for Gen Z and Millennials.

ATTITUDES TOWARD SHOPPING FOR CLOTHES

APPENDIX – DATA SOURCES AND ABBREVIATIONS

Data sources
Sales data
Forecast
Consumer survey data
Consumer qualitative research
Abbreviations and terms
Abbreviations

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?
This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now
Visit store.mintel.com
EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
• Terms

APPENDIX – THE MARKET

Figure 81: Total US retail sales and forecast of men's clothing, at inflation-adjusted prices, 2018-28

APPENDIX – THE CONSUMER

• Additional qualitative research
• Clothing industry concerns
• Sizing
• Gifting
• Shopping method
• Men’s involvement with women’s clothing

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
About Mintel

Mintel is the *expert in what consumers want and why*. As the world’s leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow. To find out how we do that, visit mintel.com.