

## Menswear - UK - March 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“While men are still much more interested in branded clothes than women, there has been a notable change in male attitudes towards brands in fashion over the last year. Males aged 25-44 are no longer as willing to pay more for a brand they like.”

– Tamara Sender, Senior Fashion Analyst

### This report looks at the following areas:

- What has driven growth in the menswear market?
- How important are fashion brands to men?
- What are the main opportunities for growth?
- What are the opportunities for the online menswear sector?

The men's fashion market has grown by 4.8% in 2013 as more clothing retailers have turned their attention to menswear. The sector has benefited from men becoming more interested in their image and fashion, with Mintel's consumer research showing that men aged under-45-years-old are more likely than average to keep an eye on the latest trends.

Following growing demand for greater choice of trend-led men's clothing, several retailers including Whistles, H&M and River Island, which have previously focused a lot more on women, have upped their game and gradually improved their menswear offering with more ranges and male-focused campaigns. Furthermore, clothing retailers such as Topman, Asos and Moss Bros have reported rising sales of menswear.

Men aged 25-34 are projected to rise between 2013 and 2018, creating a real opportunity for the menswear market as they have become the main clothes shoppers.

This report looks at where men buy clothing, the most important factors when shopping for clothes in-store from a particular retailer and when shopping online, their shopping journey and their attitudes towards buying menswear.

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