Menswear sales are benefiting from men feeling financially more confident. Whilst sustainability remains key, shoppers are drawn to a better fit and customisation.

Armando Falcao, Associate Director - Retail Reports
Menswear sales are benefitting from men feeling financially more confident. Whilst sustainability remains key, shoppers are drawn to a better fit and customisation.

Menswear is proving a more resilient sector than womenswear, resulting from **men feeling more confident about their finances than women**. Whilst we see changes in their shopping behaviour, with **50% of men** who buy clothes buying them less frequently, womenswear has experienced a stronger shift in purchasing patterns as a result of the cost of living.

After a strong post-pandemic recovery with **menswear sales rising 18% in 2022**, the higher cost of living created a **more challenging scenario in 2023**, despite men feeling more confident about their finances than women. Uncertainty will keep consumers spending more cautiously throughout 2023, with a more positive outlook from 2024.
The **ageing German population** poses a potential threat to menswear sales. Seniors tend to be much less engaged with fashion than younger consumers, with 22% of men aged 65+ not buying clothing. As **consumers shop more consciously and the online experience improves**, brands and retailers will have to be creative to entice senior men to shop for clothing in-store.

Menswear brands are exploring ways to improve the fit of their clothes. **Better-fitting clothes appeal even more strongly to young** and style-conscious men. With 51% of German men seeing fashion as a form of self-expression, many men are buying into those **brands that make their bodies look fit**.
EXECUTIVE SUMMARY

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- Overview
- The five year outlook for Menswear 2023-28

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- Shopping for clothing to become increasingly personalised
- Sustainability will push fashion further to greater transparency and circularity

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