

# MENSWEAR – UK – 2024

High rates of obesity among men mean improving menswear sizing and fit is key to driving sales, with help from new online size recommendation tools.



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# Menswear – UK – 2024

## This report looks at the following areas:

- The short-, medium- and long-term impact of the cost-of-living crisis on menswear purchasing
- What clothes sizes men buy and attitudes to sizing and fit when shopping
- How retailers can drive more frequent shopping and interest in online fit technology and the use of AI for recommendations
- Men's changing clothes shopping behaviours including the rise of resale, interest in quiet luxury and interest in sports collaborations



High rates of obesity among men mean improving menswear sizing and fit is key to driving sales, with help from new online size recommendation tools.

## Overview

The cost of living crisis has led to caution around spending and while men have adopted some savvy shopping behaviours, the market has been more resilient than womenswear. While men bought fewer items in the first quarter of 2024, they spent more per shopping trip, particularly young men aged 16-34 who are keen fashion buyers. As men are more optimistic about their finances in the next 12 months than women, this will help drive sales of men's clothing.

An ageing population is a threat to the market as older men are low purchasers of clothes. As men aged 55+ are more likely to be obese, there is a gap in the market for more engaging menswear options for extended sizing aimed at this older demographic.

Major sporting events such as the Summer Olympics 2024 to be held in Paris and the UEFA Euro 2024 tournament in Germany present big opportunities for men's fashion and sport's brands.

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# Report Content



## EXECUTIVE SUMMARY

### Opportunities for the Menswear market

- Collaborations promoting upcoming sports events
- Wider range of trend-led products in extended sizes
- Using technology to improve fit

### Market dynamics and outlook

- The five-year outlook for Menswear
- Consumer spending on menswear to rise 4.1% by 2024
- Clothing inflation remains high, but falls for menswear
  - Graph 1: overall CPIH, garment CPIH and garment by gender CPIH, 2023-24
- Men more likely to be obese than women
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  - Graph 7: solutions to help drive more-frequent shopping, 2024
- Using AI to help with sizing
- Half of men bought fewer, higher-quality clothes
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### Retailer activity

- M&S launches its first dedicated menswear campaign in eight years
- M&S rates high in trust and differentiation

## MARKET DYNAMICS

### Market size

- Consumer spending on menswear grows 3.9% in 2023 to £15.6 billion
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### Market forecast

- Consumer spending on menswear to rise 4.1% by 2024
- Consumer spending will normalise
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## RETAILER ACTIVITY

### Launch activity and innovation

- Mid-market retailers add premium collections
- Supermarkets add more-exclusive ranges
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- Promoting male body positivity and diversity
- Social media focuses on body positivity among men
- Interesting collaborations

### Advertising and marketing activity

- Menswear advertising spend increases in 2023
  - Graph 45: total above-the-line, online display and direct mail advertising expenditure on men's fashion, 2020-23
- M&S doubled its adspend on menswear in 2023
- M&S launches its first dedicated menswear campaign in eight years
- Digital ad spend increases, while outdoor spend decreases
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## BRAND RESEARCH

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- Market forecast and prediction intervals (value)
- Forecast methodology

## Report scope and definitions

- Market definition
- Abbreviations and terms

## Methodology

- Consumer research methodology
- Nielsen Ad Intel coverage
- Infegy Atlas



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