

Menswear in the US

November 2023

Table of Contents

Menswear in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear continues to slightly outperform womenswear, while challenges remain
Men's growing focus on fashion and style is backed by diverse evidence
Multipurpose items thrive in an era of casual dress, hybrid working, and tight budgets

PROSPECTS AND OPPORTUNITIES

Menswear to see flat volume growth in the short term, but optimism for the long term
Menswear embraces inclusivity in terms of both size and gender
Generative AI expected to increasingly reshape menswear

CATEGORY DATA

- Table 1 - Sales of Menswear by Category: Volume 2018-2023
- Table 2 - Sales of Menswear by Category: Value 2018-2023
- Table 3 - Sales of Menswear by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Menswear by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Menswear: % Value 2019-2023
- Table 6 - LBN Brand Shares of Menswear: % Value 2020-2023
- Table 7 - NBO Company Shares of Men's Nightwear: % Value 2019-2023
- Table 8 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023
- Table 9 - NBO Company Shares of Men's Outerwear: % Value 2019-2023
- Table 10 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023
- Table 11 - NBO Company Shares of Men's Swimwear: % Value 2019-2023
- Table 12 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023
- Table 13 - NBO Company Shares of Men's Underwear: % Value 2019-2023
- Table 14 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
- Table 15 - Forecast Sales of Menswear by Category: Volume 2023-2028
- Table 16 - Forecast Sales of Menswear by Category: Value 2023-2028
- Table 17 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
- Table 18 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Apparel and Footwear in the US - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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