

Menswear in Spain

November 2023

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Menswear in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in growth for menswear, while changing working patterns facilitate shift from formal to informal styles

Clothing preferences are linked to climate change

Zara leads competitive landscape

PROSPECTS AND OPPORTUNITIES

Muted growth expected, as interest rate hikes take their toll

Sustainable fashion will grow in prominence, but price will remain key deciding factor in purchasing decisions

Players will focus on needs of different generations

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