

Menswear in Thailand

November 2023

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Menswear in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainable collections and new innovations boost the performance of menswear

Genderless fashion is an emerging trend in menswear

E-commerce driving sales in menswear

PROSPECTS AND OPPORTUNITIES

Menswear should continue to enjoy positive sales growth

Product innovation expected to fuel value growth as players target new audiences

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