

# Menswear in Australia

November 2023

**Table of Contents** 

### Menswear in Australia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Volume sales decline due to inflationary pressure, prompting consumers to prioritise investment in premium products Smart casual dress code is on the rise

Sustainability trend takes root

#### PROSPECTS AND OPPORTUNITIES

Enhancing in-store experiences will become an area of focus

Inclusivity poised to gain momentum

Rising demand for made-to-measure suits expected to boost formalwear growth

#### **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 Australia - 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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