

# Menswear in the US

November 2023

Table of Contents

### 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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