

Menswear in Portugal

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation rates negatively impact the recovery of menswear
Casualwear is the growing preference for many men in Portugal
Decathlon gains ground thanks to the rising sportswear trend

PROSPECTS AND OPPORTUNITIES

Prolonged economic uncertainty will continue to hinder retail volume growth
Brands invest further in menswear, focusing on personalisation to boost growth
E-commerce sales remain high as consumers preference convenience

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 Portugal - 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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