

Menswear in Singapore

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear approaches pre-pandemic levels of value and volume sales
Uniqlo continues to lead menswear with affordable, fashionable products
Men's swimwear, tops, and shorts and trousers perform well in 2023

PROSPECTS AND OPPORTUNITIES

Sustainability to become an increasingly important factor in decision-making
Athleisure and casualwear trends will continue to shape the category
Brands will focus on omnichannel approaches to cater to changing consumer preferences

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 Singapore - 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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