

# Menswear in Greece

November 2023

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## Menswear in Greece - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Price increases lead to strong growth in current value sales

Brand consciousness remains strong amongst the male population

Casual is still the key trend in men's fashion

## PROSPECTS AND OPPORTUNITIES

Jeans manufacturers will continue to develop outerwear in the years ahead

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Formal outerwear is unlikely to recover to pre-pandemic levels over the forecast period

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