

Menswear in Western Europe

August 2020

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Western Europe grows slower in comparison to other key regions

Forecast for menswear sees slow-paced recovery post-COVID-19

Menswear grows in the UK, but revenues drop in main regional markets

Italy, Germany and France see the strongest declines in sales

Shorts and trousers account for 25% of absolute value sales decline

Product mix strongly varies according to countries' purchasing power

E-commerce sees the most important growth among channels

Online revolution is still more relevant in the region's developed markets

LEADING COMPANIES AND BRANDS

Few global companies continue gaining share over smaller ones

Zara achieves leadership, followed by fast fashion and sports retailers

Germany and the UK are the main markets of five top players

Fast fashion brands dominate the market, but sports and jeans advance

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About Euromonitor International

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