

# Menswear in Austria

January 2023

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## Menswear in Austria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Normalisation boosts sales of office wear in 2022 while “workleisure” trend continues to develop

Hot summer weather boosts sales of men’s shorts and swimwear

H&M extends its lead after a strong year

#### PROSPECTS AND OPPORTUNITIES

Bright outlook for menswear with men’s suits set to be the big winner

Sustainability remains a major focus but economic pressures likely to prevail at least in the short term

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