



Euromonitor
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Menswear in Australia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Menswear's weak performance is a sign of economic pressures
- Extensive physical presence of leading brands facilitates omnichannel strategies
- Australian brand collaboration to nurture youth emotional wellbeing

PROSPECTS AND OPPORTUNITIES

- Further move between casual, smart casual and business casual attire over forecast period
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Apparel and Footwear in Australia - Industry Overview

EXECUTIVE SUMMARY

- Apparel and footwear impacted by challenging economic conditions in 2024
- Market polarisation, DEI and sustainability emerge as key trends in 2024
- Mergers and disruptive DTC models shape competitive landscape
- E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry
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