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# Menswear in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price hikes support retail value sales as retail volume declines
- Established menswear brands face rising competition from ultra-fast fashion players
- Polarisation in menswear and the rise of casual workwear in 2024

PROSPECTS AND OPPORTUNITIES

- The quality over quantity trend is expected to boost the retail value performance of menswear
- Comfort, casual and multifunctionality is expected to influence menswear across the forecast period
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Apparel and Footwear in Austria - Industry Overview

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