



Euromonitor
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Menswear in Germany

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Menswear maintains solid value growth in 2024
- H&M maintains leading position in fragmented menswear landscape
- Retail e-commerce continues to appeal to German menswear consumers

PROSPECTS AND OPPORTUNITIES

- Menswear to increasingly adopt smart solutions over the forecast period
- Ongoing polarisation within menswear will allow consumers to find their style
- A more streamlined shopping experience anticipated in the future

CATEGORY DATA

- Table 1 - Sales of Menswear by Category: Volume 2019-2024
- Table 2 - Sales of Menswear by Category: Value 2019-2024
- Table 3 - Sales of Menswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Menswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Menswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Menswear: % Value 2021-2024
- Table 7 - NBO Company Shares of Men's Nightwear: % Value 2020-2024
- Table 8 - LBN Brand Shares of Men's Nightwear: % Value 2021-2024
- Table 9 - NBO Company Shares of Men's Outerwear: % Value 2020-2024
- Table 10 - LBN Brand Shares of Men's Outerwear: % Value 2021-2024
- Table 11 - NBO Company Shares of Men's Swimwear: % Value 2020-2024
- Table 12 - LBN Brand Shares of Men's Swimwear: % Value 2021-2024
- Table 13 - NBO Company Shares of Men's Underwear: % Value 2020-2024
- Table 14 - LBN Brand Shares of Men's Underwear: % Value 2021-2024
- Table 15 - Forecast Sales of Menswear by Category: Volume 2024-2029
- Table 16 - Forecast Sales of Menswear by Category: Value 2024-2029
- Table 17 - Forecast Sales of Menswear by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Sales of Menswear by Category: % Value Growth 2024-2029

Apparel and Footwear in Germany - Industry Overview

EXECUTIVE SUMMARY

- Apparel and footwear in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for apparel and footwear?

MARKET DATA

- Table 19 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 20 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 25 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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