



Euromonitor
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Menswear in India

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear records single-digit growth in 2024, with a focus on utility and value
Aditya Birla Fashion & Retail demerger signals sharper brand focus and portfolio agility in menswear
Middle-market brands face pressure from both the high and low ends

PROSPECTS AND OPPORTUNITIES

Menswear set to grow at a solid single-digit CAGR, backed by demand for a versatile wardrobe
Tier-2 and tier-3 cities likely to drive the next wave of menswear premiumisation
Made-to-order clothing expected to gain prominence in menswear

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Apparel and Footwear in India - Industry Overview

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