



**Euromonitor
International**

Menswear in Spain

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowdown in growth for menswear, while changing working patterns facilitate shift from formal to informal styles
Brick-and-mortar outlets remain key sales channels for menswear
Zara leads a fragmented competitive landscape in 2024

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Apparel and Footwear in Spain - Industry Overview

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