



**Euromonitor  
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# Menswear in Singapore

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear in Singapore is evolving, with comfort, style, and social media driving consumer preferences.

Uniqlo continues as clear leader

Men’s nightwear sees limited demand

PROSPECTS AND OPPORTUNITIES

Market will continue to evolve as Singaporean men become more fashion conscious

Sustainability and versatility will become defining attributes

E-commerce will continue to expand

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 Singapore - 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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