

Men's Fashion Lifestyles - UK - April 2010

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What is this report about?

Men are notorious for being reluctant shoppers, preferring to browse stores where they can indulge their hobbies or interests, rather than look for clothes. But is this stereotype true of everyone, or are there clothing enthusiasts and who are they?

Changing lifestyles affect men's attitude to clothing and spending. In the younger adult years, they are out to attract a partner, want to make an impression and establish their own personal sense of style. They are relatively interested in clothing and style and some men even admit to enjoying shopping for clothes. But as they age and their lifestyle changes, spending priorities change. This report looks at the various lifestyles and how men's attitudes to fashion and shopping change.

What have we found out?

- Despite recession in the economy as a whole, promotional discounting and the stubborn refusal by many men to change their shopping habits ensured that the market for menswear grew by 1.5% in 2009 to reach £9.5 billion. .
- While one in five shoppers have become less impulsive as a result of the recession, men's purchasing patterns have not changed significantly over the past three years. Men are buying almost as many clothes as before but they are paying slightly less for them.
- In the current economic climate, sales and price-based promotions feature strongly among influences for buying clothes, and under 25-year olds (58%) are particularly sales-savvy. Three-for-two, essential pricing and buy-one-get-one-free (BOGOF) are likely to remain core weapons in the competitive battle for market share.
- Key lifestyle events such as special celebrations and planning for a holiday help create the urge for new clothes. Similarly, gift money drives demand among men of all ages, but is especially influential to under-25-yr olds.
- Mintel has identified three main shopper types for menswear: Shopaholics (24%) display confidence about their sense of style, love to shop for clothes and are the group most motivated by fashion; Alright Jacks (44%) have a sense of style and wanting to look well dressed, but lack interest in fashion and are reluctant shoppers and Sloppy Joes (32%) overriding concern is comfort but are less interested in fashion and style, yet they do pay more for quality and display some pleasure in shopping.
- In 2010, almost one in five men expect to spend more on clothes. Young men, aged between 16-24yrs old, are the most likely to spend more in the coming year (38%).

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