

Menswear - UK - March 2017

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“As more retailers are entering the menswear market and men are faced with greater choice of products, styles and sizing, the sector is becoming more competitive.”
 – **Tamara Sender, Senior Fashion Analyst**

This report looks at the following areas:

- What has been driving sales in the menswear market?
- What are the opportunities for further growth?
- How can the sector encourage purchasing among older males?

The menswear market has grown by 2.8% in 2016 to reach £14.5 billion as sales of menswear rise at a faster rate than womenswear. More retailers and brands have been tapping into the growing menswear market in 2016 by expanding their men's clothing offer, as well as launching stores and separate websites.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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