



Menswear in the US

November 2023

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Menswear in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear continues to slightly outperform womenswear, while challenges remain
Men's growing focus on fashion and style is backed by diverse evidence
Multipurpose items thrive in an era of casual dress, hybrid working, and tight budgets

PROSPECTS AND OPPORTUNITIES

Menswear to see flat volume growth in the short term, but optimism for the long term
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