



Menswear in the Czech Republic

November 2023

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Menswear in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear sees retail sales decrease in both volume and current value terms in 2023

Outerwear and athleisure continue to attract a wider audience

Formal wear reverts to negative retail current value sales trend

PROSPECTS AND OPPORTUNITIES

Comfort and convenience are set to influence menswear's performance and development in the forecast period

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