



# Menswear in Singapore

November 2023

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## Menswear in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menswear approaches pre-pandemic levels of value and volume sales  
Uniqlo continues to lead menswear with affordable, fashionable products  
Men's swimwear, tops, and shorts and trousers perform well in 2023

#### PROSPECTS AND OPPORTUNITIES

Sustainability to become an increasingly important factor in decision-making  
Athleisure and casualwear trends will continue to shape the category  
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