



Euromonitor
International

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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