



Menswear in Australia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear's weak performance is a sign of economic pressures
Extensive physical presence of leading brands facilitates omnichannel strategies
Australian brand collaboration to nurture youth emotional wellbeing

PROSPECTS AND OPPORTUNITIES

Further move between casual, smart casual and business casual attire over forecast period
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Apparel and Footwear in Australia - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024
Market polarisation, DEI and sustainability emerge as key trends in 2024
Mergers and disruptive DTC models shape competitive landscape
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