



# Menswear in Austria

February 2026

Table of Contents

## Menswear in Austria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sustainability an increasingly key trend in Austrian menswear

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Consumers prioritise value and sustainability in menswear

Men's outerwear dominates menswear sales with comfort and versatility

Men's swimwear sees dynamic growth, driven by athleisure trend

#### WHAT'S NEXT?

Consumers drive growth with demands for value and sustainability

Men's outerwear will maintain its dominance with comfort and versatility

Emerging brands and sustainability shape the future landscape

#### COMPETITIVE LANDSCAPE

Leading brands maintain lead amidst market polarisation

Polarisation and digitalisation create new opportunities

Launched in late 2024, H&M Atelier is an online-only design-driven capsule menswear line

Chart 3 - H&M Atelier is the Company's Latest Attempt to Diversify its Menswear Range

#### CHANNELS

Online shopping gains traction with promotions and convenience

Resale and rental services redefine menswear shopping

No new retail concepts or collaborations emerge

#### PRODUCTS

Sustainable denim products gain traction with eco-friendly materials and processes

Chart 4 - New Ideas Promote the Circular Economy and the Appreciation of Resources

DetoxDenim from Armedangels offers consumers sustainability in menswear

Chart 5 - With DetoxDenim, Armedangels aims for less pollution and more sustainability

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## Apparel and Footwear in Austria - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in Austria sees cautious consumer spending due to economic uncertainty

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Consumers prioritise sustainability and value in Austrian apparel and footwear

Largest and fastest-growing categories drive market dynamics

Sustainability and circular fashion models shaping the Austrian apparel and footwear industry

#### WHAT'S NEXT?

Brands leveraging tech-driven solutions to meet evolving demands

Sustainability and digital innovation will drive growth in key categories

Circular fashion models will continue gaining traction as sustainability concerns rise

## COMPETITIVE LANDSCAPE

Leading brands maintain their positions through omnichannel strategies

Emerging players and product launches reshape competitive dynamics

Chart 8 - H&M Atelier is the Latest Attempt by H&M to Diversify its Menswear Range

## CHANNELS

Physical stores remain dominant despite e-commerce growth

Retail e-commerce drives growth with AI-powered innovations

Chart 9 - The Zalando Assistant – More Personal and Smarter

Continued polarisation and e-commerce expansion expected to be seen

## PRODUCTS

Sustainability drives product innovation with eco-friendly materials

Chart 10 - New Company Solk Launches a Bio-Circular Sneaker

Business impact of sustainable innovations is significant

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Austria 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Austria 2025

Chart 14 - Consumer Landscape in Austria 2025

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## SOURCES

Summary 1 - Research Sources

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