



Menswear in Singapore

February 2026

Table of Contents

Menswear in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and sustainability strategies strengthen brand competitiveness

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives growth at market extremes

Quality and functionality drive growth in men's outerwear

AI tools seek to reduce returns and drive menswear loyalty

Chart 2 - Skechers Launches "Luna" AI Retail Assistant at Punggol Store, Singapore

WHAT'S NEXT?

Affordability and versatility drive mass-market expansion

AI personalisation and virtual try-ons boost sales

Chart 3 - Analyst Insight

Sustainability and innovations support menswear brands competitive advantage

COMPETITIVE LANDSCAPE

Uniqlo's touchpoint stores capture digitally-savvy menswear shoppers

Emerging brands and innovation drive market dynamics

CHANNELS

Physical stores dominate menswear sales with omnichannel strategies on the rise

Specialist menswear stores lead with immersive, experience-led retail

Chart 4 - Loro Piana Elevates Luxury Menswear in Singapore with Exclusive Resort Pop-Up

E-commerce reshaping menswear retail with personalisation, speed, and convenience

PRODUCTS

Challenger brands disrupt incumbents with sustainable customisation options

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

Rising incomes and circular fashion drive market resilience

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes and AI innovation fuel market resilience

E-commerce and sustainability innovations fuel footwear growth

Circular fashion takes centre stage, driven by resale, rental, and sustainable practices

Chart 6 - Zalora Expands Pre-Loved Fashion in 2025 With Second-hand Luxury Section

WHAT'S NEXT?

Sustainability becomes a core consumer expectation

Technology reshapes the market with AI and virtual try-ons

Polarisation seen as premium and value segments outpace the mid-market, driven by resale, luxury, and e-commerce trends

COMPETITIVE LANDSCAPE

Uniqlo maintains leadership through affordability and versatile product offerings

Chart 7 - Uniqlo Touchpoint Store at Velocity Offers Online-to-Offline Shopping Experience

Rock Daisy launches natural fibre workwear for professionals

Chart 8 - Analyst Insight

Pop-ups and limited editions strengthen emerging brands competitive landscape

CHANNELS

Specialty stores supported by immersive in-store experiences and omnichannel strategies

E-commerce growth driven by convenience, social media, and exclusive offerings

Zalora and Thryft capture eco-conscious consumers through authenticated resale

Chart 9 - Zalora's AI Chatbot Transforms Singapore E-Commerce with Personalised Support

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Singapore 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Singapore 2025

Chart 13 - Consumer Landscape in Singapore 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-singapore/report.