Passport

MEN'S OUTERWEAR IN POLAND

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MEN'S OUTERWEAR IN POLAND

HEADLINES

- Current value sales of men’s outerwear increases in 2010 by 3% to PLN5.5 billion, whilst volume sales increase by 2% to 49 million units
- Young men responsible for positive performance of men’s outerwear in 2010
- After men’s jeans at 5% men’s jackets and coats sees the fastest current value growth at 3% in 2010
- A marginal increase is seen in current value unit price of men’s outerwear in 2010
- Poland-based LPP leads overall sales with an11% retail value share in 2010
- Constant value sales of men’s outwear are expected to record a CAGR of 1% over the forecast period, to reach PLN5.7 billion in 2015

TRENDS

- In 2010 men’s outerwear noted 3% current value growth and 2% growth in volume sales. The category developed mainly due to demand of young men, who showed slowly growing interest in branded products. At the same time, young consumers more often tend to be trendy and that is why they chose brands reflecting the latest fashion novelties from companies like H&M, Zara and C&A, etc.
- In spite of being one of the most expensive pieces of clothing, men’s jackets and coats saw the highest volume and value growth in men’s outwear excluding jeans, reaching 3%. Poles in previous years were less prone to purchase jackets and coats because of weakening purchasing power. In 2010 some of them decided to buy new jackets and coats in order not to wear the same outerwear for several seasons. It was typical for young customers, who attach greater importance to stylish clothing and consider buying such apparel as a necessary expenditure.
- Men’s jumpers remain the most popular men’s wear. Men like wearing jumpers, especially during autumn and winter, because they are comfortable, warm and stylish. Moreover, the range of elegant thin jumpers, which are worn with shirts, is very wide. Such combination fits every type of trousers, gives an elegant style and allows one to maintain convenience, which men highly appreciate.
- Consumption of men’s shirts is one of the highest as well. Shirts are an essential element of men’s outerwear and can be worn on many occasions. Shirts (except white shirts worn with a suit) are matched with jeans by those men, who do not want to look too official or too sporty.
- When it comes to elegant occasions, men’s shirts sees a noticeable move from white shirts to coloured shirts. White elegant shirt are not compulsory anymore. A frequently used rule is to match a colour of shirt to a partner’s outfit.
- Whilst sportswear clothing for professional athletes remains rather stable, sports casual wear has seen an increasing popularity amongst Polish men. The interest is prompted by young customers being influenced by healthy lifestyles. The Polish sportswear market heads towards development of lifestyle sportswear, because Polish customers tend to show interest in sporting activities rather as viewers not as participants. Producers of sportswear try to design it so that it could be worn on more occasions than just sport events.
- All categories of men’s outerwear showed slight unit price increase, pushing average price of men’s outerwear slightly up in 2010.

- The distribution patterns remained very similar over the period under review. Most men's outerwear, or 59% of value sales, was sold by clothing and footwear specialist retailers. Rising interest of supermarkets/hypermarkets and discounters in selling clothes increased the significance of the grocery retail channel. The importance of that distribution channel was augmented by Tesco Polska's introduction of private label F&F in 2008.

COMPETITIVE LANDSCAPE

- LPP is a leading company in men's outerwear. The company has succeeded thanks to having recognisable stores such as Reserved and CroppTown. Moreover, the strong position of the company was consolidated by acquisition of House brand from Artman in 2009. LPP is followed by H&M, offering wide assortments of men's clothing at attractive prices.
- Tesco Polska saw the highest growth in value shares in 2010, up by nearly one percentage point due to the success of private label F&F. Consumers appreciate a good quality and attractive prices of clothes from that collection. Prices of clothing under F&F brand reach hardly 50% of prices in such stores as C&A, H&M and other chained clothing stores.
- Similarly to women's outerwear, Spanish brands have become increasingly popular in Poland. They are represented by Inditex's brands: Zara, Stradivarius, and Oysho. Followed by the example of other European countries, Inditex brands are synonymous with the fast fashion trend.
- Men's size tables depend on the type of clothing. In case of men's shirts, the most popular sizes of collar are 40 and 41. L and XL are the most common sizes for men's jumpers and men's tops. Other designations are used for men's suits and men's jackets and in these categories the most popular are sizes between 50 and 54.
- No-name men's outerwear is mostly sold in supermarkets/hypermarkets. Discounters are becoming more and more interested in men's outerwear and this channel sometimes offers men's outerwear as a weekly bid. As in the case of supermarkets/hypermarkets, those are no-name products. The only private label available on the market is F&F from Tesco. Consumers can find there all types of men's outerwear.

PROSPECTS

- A trend towards casual men's outerwear is expected to strengthen in the forecast period. It will be a response to consumer demand for comfortable and stylish clothing. Polish men will look for clothes, in which they will look well put together, but not in as formal a way as they would if wearing a suit. That trend will be beneficial also for producers. Production of casual clothing costs less than producing smarter ones and it is easier to sell.
- Men's outerwear is influenced by fashion and changes of trends are much rarer than they are in women's outerwear. Thus, men's outerwear is expected to grow each year in volume terms at a similar pace as that seen over the review period.
- Men's jumpers will be the fastest growing piece of men's clothing, benefiting from its elegant image and great convenience in wearing. Also increasing acceptance of dressing casually at work will favour sales of men's jumpers.
- The potential forecast threat to growth is persistent uncertainty about the Polish economy. If the Polish economy is not going to develop at the pace that the forecast suggests, it can lead to sales growth for men's outerwear. The least threatened by negative changes are men's tops and men's shorts and trousers, as these products are for everyday wear and listed amongst necessities of life in men's budgets.

- Average prices in men's outerwear will slightly increase as cotton prices continue to rise. It may cause a shift towards clothing belonging to less expensive segments. Fashion-aware men, especially younger customers, will purchase their clothing in the lower standard retailers to be trendy at the beginning of each season.

CATEGORY DATA

Table 1 Apparel Size Chart for Men: Reserved

unit in cm

Measurements/Size	XS	S	M	L	XL	XXL
Chest	88	92	96	100	104	108
Height	158	168	176	182	188	188

Source: Euromonitor International

Table 2 Apparel Size Chart for Men: Reserved (shirts – comfort fit)

unit in cm

Measurements/Size	39	40	41	41	43	44
Height	170-176		177-182		183-188	
Collar	39	40	41	42	43	44
Chest	112	116	120	124	128	132
Waist	110	114	118	122	126	130

Source: Euromonitor International

Table 3 Apparel Size Chart for Men: Bon Prix

unit in cm

Measurements/Size	40	42	43	44	46	48
Chest	78-81	82-85	84-87	86-89	90-93	94-97
Waist	66-69	70-73	72-75	74-77	78-81	82-85
Hips	96-99	98-100	99-101	100-103	102-104	103-106
Height	160-164	162-166	164-168	166-170	168-173	171-176
Measurements/Size	52	54	56	58	60	62
Chest	102-105	106-109	110-113	114-117	118-121	122-125
Waist	90-94	95-99	100-104	105-109	110-114	115-119
Hips	107-109	108-110	109-112	111-114	112-115	114-116
Height	177-182	180-186	182-186	184-188	185-189	187-191

Measurements/Size	50	
Chest	98-101	
Waist	86-89	
Hips	105-108	
Height	174-179	
Measurements/Size	64	66
Chest	126-129	130-33
Waist	120-124	125-129
Hips	115-117	116-118
Height	189-193	191-194

Source: Euromonitor International

Table 4 Sales of Men's Outerwear: Volume 2005-2010

'000 units

	2005	2006	2007	2008	2009	2010
Men's Jeans	6,522.4	6,861.6	7,501.1	7,846.1	8,014.8	8,206.4
Men's Outerwear (Excl Jeans)	33,953.1	35,957.9	38,501.0	39,508.8	40,109.2	41,052.2
- Men's Jackets and Coats	2,238.5	2,365.7	2,513.0	2,577.9	2,609.8	2,694.4
- Men's Jumpers	7,774.6	8,105.1	8,485.2	8,727.0	8,834.4	9,095.0
- Men's Shirts	7,043.9	7,533.4	8,105.2	8,364.6	8,540.2	8,766.6
- Men's Shorts and Trousers	6,424.4	6,825.9	7,396.5	7,567.4	7,707.4	7,911.7
- Men's Suits	2,073.2	2,218.7	2,398.9	2,443.3	2,467.7	2,488.7
- Men's Tops	7,367.0	7,827.4	8,449.7	8,652.5	8,760.6	8,882.4
- Other Men's Outerwear	1,031.5	1,081.6	1,152.4	1,176.1	1,188.9	1,213.4
Men's Outerwear	40,475.6	42,819.5	46,002.1	47,354.9	48,124.0	49,258.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Men's Outerwear: Value 2005-2010

PLN million

	2005	2006	2007	2008	2009	2010
Men's Jeans	636.0	665.1	747.6	795.0	809.5	846.4
Men's Outerwear (Excl Jeans)	3,815.9	4,042.3	4,325.6	4,466.5	4,537.2	4,649.3
- Men's Jackets and Coats	548.4	577.7	610.7	631.9	639.1	660.9
- Men's Jumpers	790.5	824.5	864.0	895.1	905.7	933.7
- Men's Shirts	564.9	605.4	653.6	688.5	701.7	722.1
- Men's Shorts and Trousers	542.4	576.2	624.0	641.5	656.5	675.7
- Men's Suits	925.5	992.8	1,078.3	1,105.3	1,123.9	1,138.6
- Men's Tops	388.2	407.0	432.2	440.1	445.2	451.7
- Other Men's Outerwear	55.9	58.7	62.8	64.2	65.0	66.6
Men's Outerwear	4,451.9	4,707.4	5,073.2	5,261.5	5,346.7	5,495.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Men's Outerwear: % Volume Growth 2005-2010

% volume growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Men's Jeans	2.4	4.7	25.8
Men's Outerwear (Excl Jeans)	2.4	3.9	20.9
- Men's Jackets and Coats	3.2	3.8	20.4
- Men's Jumpers	3.0	3.2	17.0
- Men's Shirts	2.6	4.5	24.5
- Men's Shorts and Trousers	2.7	4.3	23.2
- Men's Suits	0.8	3.7	20.0
- Men's Tops	1.4	3.8	20.6

- Other Men's Outerwear	2.1	3.3	17.6
Men's Outerwear	2.4	4.0	21.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Men's Outerwear: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Men's Jeans	4.6	5.9	33.1
Men's Outerwear (Excl Jeans)	2.5	4.0	21.8
- Men's Jackets and Coats	3.4	3.8	20.5
- Men's Jumpers	3.1	3.4	18.1
- Men's Shirts	2.9	5.0	27.8
- Men's Shorts and Trousers	2.9	4.5	24.6
- Men's Suits	1.3	4.2	23.0
- Men's Tops	1.5	3.1	16.3
- Other Men's Outerwear	2.4	3.6	19.1
Men's Outerwear	2.8	4.3	23.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Men's Outerwear Company Shares 2006-2010

% retail value rsp

Company	2006	2007	2008	2009	2010
LPP SA	7.3	8.6	8.7	10.5	10.6
H&M Hennes & Mauritz Sp zoo	3.1	4.3	4.3	4.2	4.2
Vistula & Wólczanka SA	4.6	5.3	5.1	4.4	3.9
Tesco Polska Sp zoo	-	-	1.4	2.0	2.8
Zara Polska Sp zoo	2.1	2.6	2.6	2.6	2.6
Bytom SA	2.4	2.7	2.6	2.5	2.3
Intermoda SA	1.6	1.7	1.8	1.6	1.5
Sunset Suits Sp zoo	1.3	1.4	1.4	1.5	1.4
C&A Polska Sp zoo	0.8	1.1	1.1	1.1	1.1
Redan SA	1.0	1.1	1.1	1.0	1.0
Americanos Sp zoo	0.3	0.4	0.4	0.3	0.4
Ultimate Fashion Sp zoo	0.2	0.2	0.2	0.3	0.4
Big Star Ltd Sp zoo	0.3	0.4	0.3	0.3	0.3
Levi Strauss Poland Sp zoo	0.2	0.3	0.3	0.3	0.3
VF Polska Distribution Sp zoo	0.3	0.3	0.3	0.3	0.3
Artman SA	2.1	2.3	2.4	-	-
Young Fashion Sp zoo	-	-	-	-	-
Vistula SA	-	-	-	-	-
Wólczanka SA	-	-	-	-	-
Others	72.2	67.3	66.0	67.0	67.1
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Men's Outerwear Brand Shares 2007-2010

% retail value rsp

Brand	Company	2007	2008	2009	2010
Reserved	LPP SA	5.8	5.7	5.5	5.6
H&M	H&M Hennes & Mauritz Sp zoo	4.3	4.3	4.2	4.2
Vistula & Wólczanka	Vistula & Wólczanka SA	5.3	5.1	4.4	3.9
Cropp Town	LPP SA	2.8	2.9	2.8	2.9
F&F	Tesco Polska Sp zoo	-	1.4	2.0	2.8
Bytom	Bytom SA	2.7	2.6	2.5	2.3
House	LPP SA	-	-	2.2	2.2
Intermoda	Intermoda SA	1.7	1.8	1.6	1.5
Zara	Zara Polska Sp zoo	1.5	1.5	1.5	1.5
Sunset Suits	Sunset Suits Sp zoo	1.4	1.4	1.5	1.4
C&A	C&A Polska Sp zoo	1.1	1.1	1.1	1.1
Textil Market	Redan SA	0.4	0.5	0.5	0.5
Americanos	Americanos Sp zoo	0.4	0.4	0.3	0.4
Esprit	Ultimate Fashion Sp zoo	0.2	0.2	0.3	0.4
Big Star	Big Star Ltd Sp zoo	0.4	0.3	0.3	0.3
Levi's	Levi Strauss Poland Sp zoo	0.3	0.3	0.3	0.3
Top Secret	Redan SA	0.4	0.4	0.3	0.3
Wrangler	VF Polska Distribution Sp zoo	0.3	0.3	0.3	0.3
Troll	Redan SA	0.3	0.3	0.2	0.2
House	Artman SA	2.3	2.4	-	-
Vistula	Vistula SA	-	-	-	-
Wólczanka	Wólczanka SA	-	-	-	-
Zara	Young Fashion Sp zoo	-	-	-	-
Others		68.3	67.1	68.1	68.2
Total		100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Sales of Men's Outerwear by Distribution Format: % Analysis 2005-2010

% retail value rsp

	2005	2006	2007	2008	2009	2010
Store-Based Retailing	98.9	98.3	98.0	97.5	97.2	96.8
- Grocery Retailers	16.0	17.0	16.0	16.8	17.3	17.6
- Non-Grocery Retailers	82.9	81.3	82.0	80.7	79.9	79.2
- - Mixed Retailers	3.2	3.0	2.6	2.3	2.1	1.9
- - - Department Stores	3.2	3.0	2.6	2.3	2.1	1.9
- - - Mass Merchandisers	-	-	-	-	-	-
- - - Variety Stores	-	-	-	-	-	-
- - - Warehouse Clubs	-	-	-	-	-	-
- - Clothing and footwear specialist retailers	57.0	57.1	58.7	59.1	58.9	58.9
- - Leisure and Personal Goods Specialist Retailers	2.8	2.8	2.8	2.8	2.8	2.8
- - - Sports goods stores	2.8	2.8	2.8	2.8	2.8	2.8
- - - Other Leisure and Personal Goods Specialist Retailers	-	-	-	-	-	-
- - Other Non-Grocery	19.9	18.4	17.9	16.5	16.0	15.6

Retailers						
Non-Store Retailing	1.1	1.7	2.0	2.6	2.8	3.2
- Homeshopping	0.2	0.2	0.2	0.2	0.2	0.1
- Internet Retailing	0.6	1.3	1.5	2.1	2.5	2.8
- Direct Selling	0.3	0.3	0.3	0.3	0.2	0.2
- Vending	-	-	-	-	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 Forecast Sales of Men's Outerwear: Volume 2010-2015

'000 units

	2010	2011	2012	2013	2014	2015
Men's Jeans	8,206.4	8,412.4	8,647.1	8,915.1	9,205.8	9,520.6
Men's Outerwear (Excl Jeans)	41,052.2	42,245.9	43,610.2	45,207.4	46,980.6	48,925.7
- Men's Jackets and Coats	2,694.4	2,787.9	2,887.2	2,995.7	3,114.0	3,241.7
- Men's Jumpers	9,095.0	9,454.2	9,854.1	10,303.5	10,792.9	11,321.8
- Men's Shirts	8,766.6	9,044.5	9,362.8	9,756.1	10,207.8	10,714.1
- Men's Shorts and Trousers	7,911.7	8,164.8	8,446.5	8,758.2	9,098.9	9,471.9
- Men's Suits	2,488.7	2,523.0	2,576.5	2,660.5	2,755.8	2,859.1
- Men's Tops	8,882.4	9,029.0	9,205.0	9,414.0	9,644.6	9,896.4
- Other Men's Outerwear	1,213.4	1,242.4	1,278.0	1,319.4	1,366.6	1,420.7
Men's Outerwear	49,258.5	50,658.2	52,257.2	54,122.5	56,186.4	58,446.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 12 Forecast Sales of Men's Outerwear: Value 2010-2015

PLN million

	2010	2011	2012	2013	2014	2015
Men's Jeans	846.4	873.2	879.9	889.0	900.2	905.3
Men's Outerwear (Excl Jeans)	4,649.3	4,673.6	4,693.7	4,740.9	4,817.5	4,905.0
- Men's Jackets and Coats	660.9	667.4	672.5	679.4	689.9	700.9
- Men's Jumpers	933.7	946.8	958.5	975.7	997.7	1,021.3
- Men's Shirts	722.1	726.5	734.0	745.0	761.8	780.9
- Men's Shorts and Trousers	675.7	689.8	694.3	700.9	711.6	723.8
- Men's Suits	1,138.6	1,128.5	1,123.4	1,130.8	1,146.6	1,165.6
- Men's Tops	451.7	448.2	444.3	442.1	442.2	443.5
- Other Men's Outerwear	66.6	66.5	66.6	66.9	67.8	69.0
Men's Outerwear	5,495.8	5,546.8	5,573.6	5,629.9	5,717.7	5,810.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 13 Forecast Sales of Men's Outerwear: % Volume Growth 2010-2015

% volume growth

	2014/15	2010-15 CAGR	2010/15 TOTAL

Men's Jeans	3.4	3.0	16.0
Men's Outerwear (Excl Jeans)	4.1	3.6	19.2
- Men's Jackets and Coats	4.1	3.8	20.3
- Men's Jumpers	4.9	4.5	24.5
- Men's Shirts	5.0	4.1	22.2
- Men's Shorts and Trousers	4.1	3.7	19.7
- Men's Suits	3.7	2.8	14.9
- Men's Tops	2.6	2.2	11.4
- Other Men's Outerwear	4.0	3.2	17.1
Men's Outerwear	4.0	3.5	18.7

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 14 Forecast Sales of Men's Outerwear: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Men's Jeans	1.4	7.0
Men's Outerwear (Excl Jeans)	1.1	5.5
- Men's Jackets and Coats	1.2	6.0
- Men's Jumpers	1.8	9.4
- Men's Shirts	1.6	8.1
- Men's Shorts and Trousers	1.4	7.1
- Men's Suits	0.5	2.4
- Men's Tops	-0.4	-1.8
- Other Men's Outerwear	0.7	3.7
Men's Outerwear	1.1	5.7

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources