



Menswear in the Czech Republic

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Menswear sees steady growth, fuelled by shifting consumer desires and sustainable brands

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Stable value growth and low volume growth, with purchases extending beyond essentials

Chart 2 - Shift from Necessities to Desires is Supported by AI-Powered Tools

Men's outerwear dominates sales, but consumer preferences change

Sustainability is increasingly important in the purchasing decision

Chart 3 - Sustainable and Timeless Pieces Win Across Generations

Market polarisation leads to growth in the economy and premium segments

Chart 4 - Promotional Events and Deals Appeal to Czech Consumers

WHAT'S NEXT?

Sustainable brands and e-commerce to drive growth in menswear

Men's outerwear expected to remain the largest category and see continued growth

Athleisure apparel to drive growth as men look for comfort and functionality

COMPETITIVE LANDSCAPE

Despite high fragmentation, LPP and H&M maintain their leading positions

Private label lines are notable in menswear

Chart 5 - Analyst Insight

Opportunities through sustainability and e-commerce

CHANNELS

Traditional retail channels maintain dominance despite e-commerce growth

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in the Czech Republic - Industry Overview](#)

EXECUTIVE SUMMARY

Economic factors drive growth in 2025, while sustainability shapes sales

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Positive retail results and growing market polarisation

Chart 7 - Strong Promotional Events Drive Retail Value Sales

Apparel dominates sales, driven by consumer preference and the wider range of products

Sustainability and resale trends shape consumer behaviour

Chart 8 - Sustainability Trend Offers Opportunities and Challenges

Resale and rental trend limits growth of primary sales

Chart 9 - Resale and Rental Limits the Growth of Apparel and Footwear

WHAT'S NEXT?

Apparel will remain dominant, but sportswear expected to gain traction

AI to revolutionise apparel and footwear, offering enhanced experiences and efficiency

Regulatory changes, affordability and sustainability to shape the future

COMPETITIVE LANDSCAPE

LPP and Pepco maintain their lead despite new entrants
New entrants underscore the resilience and appeal of apparel and footwear
Emerging trends and opportunities in a changing landscape
Chart 10 - Analyst Insight

CHANNELS

Bricks-and-mortar stores remain irreplaceable for many Czech consumers
Retail e-commerce drives growth, with a rising share of online sales
Partnerships to impact the distribution landscape in apparel and footwear

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in the Czech Republic 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in the Czech Republic 2025
Chart 14 - Consumer Landscape in the Czech Republic 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-the-czech-republic/report.