

The European market potential for coats, jackets and blazers

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The European coats, jackets and blazers market is worth approximately €8.7 billion and is split between women's or girls' coats, jackets and blazers, which account for 70% of the value, and men's or boys' coats, jackets and blazers, which account for the remaining 30%. The market is growing at an average rate of 1.0% each year.

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The European coats, jackets and blazers market follows the general apparel trends related to sustainability, technological innovation and increased emphasis on corporate and social responsibility. For more information, read the [CBI study on trends in the apparel market](#).

1. Product description

Coats, jackets and blazers are outdoor and indoor garments with sleeves, which may extend below the hips. While coats and jackets are typically worn outdoors, blazers – a type of jacket resembling a suit jacket – can be worn both outdoors and indoors, depending on the weather.

The coats, jackets and blazers sub-segment includes men's or boys' overcoats, raincoats, car capes, cloaks and similar, jackets and blazers and women's or girls' overcoats, raincoats, car capes, cloaks and similar, jackets and blazers.

Men's or boys' coats, jackets and blazers include overcoats, raincoats, car capes, cloaks and similar made of wool or fine animal hair, cotton of a weight exceeding or not exceeding 1 kg, man-made fibre of a weight exceeding or not exceeding 1 kg or other textile materials, and knitted or crocheted jackets and blazers of wool or fine animal hair, cotton, synthetic fibre or other textile materials (HS codes: 61011010 61012010 61013010 61019020 62011100 62011210 62011290 62011310 62011390 62011900 61033100 61033200 61033300 61033900 62033290 62033390 62033919 62033990 61011010 61012010 61013010 61019020 62011100 62011210 62011290 62011310 62011390 62011900 61033100 61033200 61033300 61033900 62033290 62033390 62033919 62033990).

Women's or girls' coats, jackets and blazers include overcoats, raincoats, car capes, cloaks and similar made of wool or fine animal hair, cotton of a weight exceeding or not exceeding 1 kg, man-made fibre of a weight exceeding or not exceeding 1 kg or other textile materials, and knitted or crocheted jackets and blazers of wool or fine animal hair, cotton, synthetic fibre or other textile materials (HS codes: 61021010 61022010 61022010 61023010 61029010 62021100 62021210 62021290 62021310 62021390 62021900 61043100 61043200

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Figure 1: Examples of coats, jackets and blazers







Photo source: [Unsplash](#)

2. What makes Europe an interesting market for coats, jackets

and blazers?

Europe is one of the most significant importers of coats, jackets and blazers in the world. In 2021, the value of Europe's coats, jackets and blazer imports was €8.7 billion, up from €8.3 billion in 2016. This corresponded to roughly 434 million units of coats, jackets and blazers in 2021 (up from 410 billion units in 2016). During the last five years, the value of Europe's coats, jackets and blazer imports has grown on average by 1.0% annually. It is expected that the demand for coats, jackets and blazers will continue to grow at a similar rate in the years to come.

Europe is also a large re-exporter of coats, jackets and blazers. In 2021, it exported €8.3 billion worth of coats, jackets and blazers (up from €6.9 billion in 2016). EU exports of coats, jackets and blazers grew at an average annual rate of 3.9% between 2016 and 2021. The biggest EU exporters in 2021 were Italy (€2.2 billion), Germany (€1.2 billion), Spain (€1.2 billion), France (€0.9 billion), the Netherlands (€0.7 billion) and Poland (€0.6 billion). Together, these six countries represent over 80.2% of the EU's coats, jackets and blazer exports. Poland, the Netherlands and France have seen the strongest export growth within this group, with an average yearly increase between 9.2% and 12.9%.

Currently, 44.2% of European coats, jackets and blazer imports originate in countries outside the EU and 55.8% originate in countries within the EU. In 2021, suppliers from developing countries contributed 40.3% to all coats, jackets and blazer imports into Europe in terms of value (down from 42.6% in 2016) and suppliers from the rest of the world accounted for 3.9% of the import value (down from 6.6% in 2016). The value of Europe's coats, jackets and blazer imports originating from developing countries corresponded to €3.5 billion in 2021 and has decreased at an average annual rate of 0.2% since 2016. Until 2019, imports from developing countries had grown, but they registered a sharp decline in 2020 and did not fully recover in 2021. This 2020 decline in imports from developing countries can be explained by the supply chain disturbances caused by the COVID-19 pandemic.

Europe's coats, jackets and blazer imports from outside the EU are dominated by China, which accounted for 21.6% of the EU import value in 2021. It was followed by Morocco with 4.2% and Turkey with 3.2%. Other coats, jackets and blazer exporters from outside the EU have market shares of less than 4% of the overall import value. While China's exports declined at an average annual rate of 2.3% between 2016–2021, Moroccan (+5.4%) and Turkish (+1.0) exports have grown during the last five years. Morocco's coats, jackets and blazer exports amounted to €359 million in 2021 (up from €276 billion in 2016). Trading partners from outside the EU experienced an average annual decline of 1.2% during the same period.

The intra-EU coats, jackets and blazers trade is dominated by Germany, Italy and Spain. 28.2% of the coats, jackets and blazer imports from within the EU originates in these three markets. They are followed by Poland with 6.6% of the market share, the Netherlands with 4.8% and France with 3.8%. All these countries increased their shares during the last five years.

Table 1: Top 10 exporters of coats, jackets and blazers to Europe from within and outside the EU, 2021 EUR value, average yearly growth

Country	Value	Five-year growth
Top exporters of coats, jackets and blazers from outside the EU		

China	€1,868 million	-2.3%
Morocco	€360 million	5.4%
Turkey	€281 million	1.0%
Bangladesh	€201 million	2.9%
Myanmar	€175 million	36.4%
Vietnam	€170 million	-4.8%
United Kingdom	€142 million	-17.7%
Switzerland	€88 million	-1.4%
Cambodia	€70 million	12.4%
Pakistan	€49 million	13.8%
Top exporters of coats, jackets and blazers from within the EU		
Germany	€1,002 million	5.8%
Italy	€777 million	2.3%
Spain	€656 million	4.8%
Poland	€574 million	16.0%
The Netherlands	€420 million	7.3%
France	€329 million	2.5%
Belgium	€191 million	-2.2%
Romania	€162 million	-12.0%
Denmark	€156 million	1.1%
Sweden	€93 million	10.7%

Source: Eurostat

Impact of COVID-19 on the European apparel market

In 2020, the COVID-19 pandemic strongly influenced sales and processes within all segments of the fashion

industry. In most European countries, many local shops had to close during lockdowns. Some survived thanks to support from their governments, a mix of heavy discounts and a shift to digital sales. Overall, sales of coats, jackets and blazers experienced a decline in 2020, although it was not as severe as in other apparel segments.

According to industry experts, the pandemic may change all market dynamics in the long run. Asian countries are expected to lose stakes due to local lockdowns and delivery problems, while companies in Africa or other regions could potentially win market share by being a reliable and present partner. Additionally, the pandemic created new trends and demands among consumers. For example, some Chinese manufacturers have been observed providing buyers with antibacterial and antiviral fabrics.

Further information about the impact of the coronavirus and how to respond have been collected and can be found in the CBI [market information report about the impact of the coronavirus](#).

Brexit created great uncertainty

In 2020, the United Kingdom left the European Union. As a result, new trade agreements for all product categories, including apparel, were needed to maintain business partnerships with countries located in the European Union and other partners worldwide.

The value of the UK's apparel imports is right behind Germany's, which would make it the second largest market in the European Union if it was still a member of the Union. Following Brexit and the accompanying withdrawal from the European Union, the UK no longer shares its official trade figures with Eurostat. This makes an exact and official comparison of product segments and product quantities impossible, but the overall approximate import market values are still available from ITC Trade Map.

ITC Trade Map figures show that the United Kingdom has deeply felt the consequences of both Brexit and the COVID-19 pandemic. The value of overall apparel imports decreased from €22.2 billion in 2019 to €17.6 billion in 2021, which is an average annual decrease of 11.1% over two years.

At this point, the long-term consequences of Brexit cannot yet be foreseen. However, the country experienced dramatic [supermarket](#) and [workforce](#) shortages in 2021. These hampered the country's recovery from the pandemic and could turn out to be some of the long-term consequences of Brexit.

In the meantime, the European Union has initiated an [EU-UK Trade and Cooperation Agreement](#). This is intended to facilitate trade between the EU Member States and the United Kingdom, but cannot fully replace the trade relationship that the UK enjoyed with the EU before Brexit. In 2021, the United Kingdom signed various trade [agreements with non-EU countries](#).

3. Which European countries offer most opportunities for coats, jackets and blazers?

Western European markets are much larger and better developed than central and eastern European markets in terms of supply chain organisation and quality control. The top import markets for coats, jackets and blazers in the EU are Germany, France, Spain, Italy, the Netherlands and Poland. These top six countries together account for 74.8% of coats, jackets and blazer imports in the EU and imports have been growing at an average rate of 0.8% per year during the last five years.

Table 2: Top 10 European importers of coats, jackets and blazers, 2021 EUR value, average annual growth

Country	Value	Five-year growth
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Germany	€1,861 million	↑ 0.8%
France	€1,192 million	↓ -1.6%
Spain	€1,091 million	↓ -1.5%
Italy	€851 million	↓ -0.7%
The Netherlands	€823 million	↑ 1.6%
Poland	€656 million	↑ 16.3%
Belgium	€356 million	↓ -2.6%
Austria	€342 million	↑ 0.5%
Sweden	€244 million	↑ 4.2%
Denmark	€241 million	↑ 2.8%

Source: [Eurostat](#)

Table 3: Top 10 European importers of coats, jackets and blazers from developing countries, 2021 EUR value, average annual growth

Country	Value of imports from developing countries	Five-year growth	Share of imports from developing countries
Spain	€807 million	↓ -0.7%	23%
Germany	€758 million	↓ -1.4%	22%
France	€425 million	↑ 0.5%	12%
Italy	€350 million	↓ -2.2%	10%
The Netherlands	€348 million	↓ -1.6%	10%
Poland	€165 million	↑ 18.1%	5%
Denmark	€141 million	↑ 2.6%	4%
Belgium	€139 million	↓ -6.3%	4%

Sweden	€129 million	↑ 4.3%	4%
Ireland	€57 million	↑ 17.3%	2%

Source: [Eurostat](#)

Germany

Germany is the largest import market for coats, jackets and blazers in Europe. In 2021, the value of its coats, jackets and blazer imports amounted to €1.9 billion (up from €1.8 billion in 2016). This corresponded to 69 million units of clothing. During the last five years, the value of Germany's coats, jackets and blazer imports grew at an average rate of 0.8% per year, while the import volume declined by 1.8% per year. During the same time period, the value of imports from developing countries declined on average by 1.4% per year. Coats, jackets and blazers originating from developing countries currently constitute 40.8% of Germany's imports in this product segment.

Men's or boys' coats, jackets and blazers constitute 28% of Germany's coats, jackets and blazer imports (down from 30% in 2016). The import volume decreased at an average annual rate of 0.3% between 2016 and 2021. During the same time period, imports of women's or girls' coats, jackets and blazers grew by 1.2% per year. Unit prices for men's or boys' coats, jackets and blazers are higher than for women's or girls' coats, jackets and blazers (€30.89/unit for men's compared to €25.59/unit for women's). Both men's and women's coats, jackets and blazers underwent a positive price development between 2016–2021, with respective increases of €1.68 and €3.74.

Table 4: 2021 imports of coats, jackets and blazers into Germany by segment with five-year growth, average import unit price and five-year price evolution

GERMANY	2021 value (€)	Five-year growth	Average unit price	Five-year price change
Men's or boys' coats, jackets and blazers	€527 m	↓ -0.3%	€30.86	↑ €1.68
Women's or girls' coats, jackets and blazers	€1.334 m	↑ 1.2%	€25.59	↑ €3.74
TOTAL:	€1.861 m	↑ 0.8%	€26.89	↑ €3.27

Source: [Eurostat](#)

Popular coats, jackets and blazer brands in Germany include [Adidas](#), [Puma](#), [Jack Wolfskin](#), [Hugo Boss](#), [Erima](#), [Engelbert Strauss](#), [Wellensteyn](#) and [Bogner](#).

France

France is the second largest import market for coats, jackets and blazers in Europe. In 2021, the value of its coats, jackets and blazer imports amounted to €1.2 billion (down from €1.3 billion in 2016). This corresponded to approximately 53 million units of clothing. During the last five years, the value of France's coats, jackets and

blazer imports declined at an average rate of 1.6% per year, while the import volume declined by 3.2% per year. During the same time period, the value of imports from developing countries grew on average by 0.5% per year. Coats, jackets and blazers originating from developing countries currently constitute 35.7% of France's imports in this product segment. With a €425 million import value, France is currently the third largest importer of coats, jackets and blazers from developing countries, behind Spain and Germany.

Men's or boys' coats, jackets and blazers constitute 29% of France's coats, jackets and blazer imports (down from 30% in 2016). The import volume decreased at an average annual rate of 1.0% between 2016 and 2021. During the same time period, imports of women's or girls' coats, jackets and blazers grew at an average annual rate of 1.0%. Unit prices for men's or boys' coats, jackets and blazers are higher than for women's and girls' coats, jackets and blazers (€27.45/unit for men's compared to 20.94€/unit for women's). Both men's and women's coats, jackets and blazers recorded price increases between 2016-2021 of €1.04 and €2.02, respectively.

Table 5: 2021 imports of coats, jackets and blazers into France by segment with five-year growth, average import unit price and five-year price evolution

FRANCE	2021 value (€)	Five-year growth	Average unit price	Five-year price change
Men's or boys' coats, jackets and blazers	€347 million	↓ -2.4%	€27.45	↑ €1.04
Women's or girls' coats, jackets and blazers	€846 million	↓ -1.2%	€20.94	↑ €2.02
TOTAL:	€1.192 million	↓ -1.6%	€22.49	↑ €1.79

Source: [Eurostat](#)

Popular coats, jackets and blazer brands in France include [La Redoute](#), [Celine](#), [ba&sh](#), [Claudie Pierlot](#), [Chloé](#), [Balenciaga](#).

Spain

Spain is the third largest import market for coats, jackets and blazers in Europe. In 2021, the value of its coats, jackets and blazer imports amounted to €1.091 billion (down from €1.177 million in 2016). This corresponded to approximately 59 million units of clothing. During the last five years, the value of Spain's coats, jackets and blazer imports declined at an average rate of 1.5% per year, while the import volume declined by 3.0% per year. During the same time period, the value of imports from developing countries declined on average by 0.7% per year. Coats, jackets and blazers originating from developing countries currently constitute 73.9% of Spain's imports in this product segment.

Men's or boys' coats, jackets and blazers constitute 26% of Spain's coats, jackets and blazer imports (down from 34% in 2016). The import volume decreased at an average annual rate of 6.7% between 2016 and 2021. During the same time period, imports of women's or girls' coats, jackets and blazers grew at an average annual rate of 0.8%. Unit prices for men's or boys' coats, jackets and blazers are slightly lower than for women's or girls' coats, jackets and blazers (€18.05/unit for men's compared to 18.46€/unit for women's). While the men's segment

underwent a negative price development, the unit price for the women's segment increased by €1.36 between 2016 and 2021.

Table 6: 2021 imports of coats, jackets and blazers into Spain by segment with five-year growth, average import unit price and five-year price evolution

SPAIN	2021 value (€)	Five-year growth	Average unit price	Five-year price change
Men's or boys' coats, jackets and blazers	€283 million	↓ -6.7%	€18.05	↓ €0.36
Women's or girls' coats, jackets and blazers	€808 million	↑ 0.8%	€18.46	↑ €2.12
TOTAL:	€1,091 million	↓ -1.5%	€18.35	↑ €1.36

Source: [Eurostat](#)

The main coats, jackets and blazer brands in Spain include [Zara](#), [Alba Conde](#), [Laura Bernal](#), [Nice Things](#), [Yerse](#), [Indi & Cold](#), [Mango](#), [Stradivarius](#), [Bimba y Lola](#), [Desigual](#), [Pull & Bear](#), [Adolfo Dominguez](#), [Oysho](#)

Italy

Italy is the fourth largest import market for coats, jackets and blazers in Europe. In 2021, the value of its coats, jackets and blazer imports amounted to €851 million (down from €882 million in 2016). This corresponded to approximately 23 million units of clothing. During the last five years, the value of Italy's coats, jackets and blazer imports declined at an average rate of 0.7% per year, while the import volume declined by 4.0% per year. During the same time period, the value of imports from developing countries declined on average by 2.2% per year. Coats, jackets and blazers originating from developing countries currently constitute over 41.1% of Italy's imports in this product segment.

Men's or boys' coats, jackets and blazers constitute 33% of Italy's coats, jackets and blazer imports (down from 39% in 2016). The import value decreased at an annual average rate of 4.4% between 2016 and 2021. During the same time period, imports of women's or girls' coats, jackets and blazers grew at an average annual rate of 1.4%. Unit priced for men's or boys' coats, jackets and blazers are lower than for women's or girls' coats, jackets and blazers (€32.92/unit for men's compared to €38.68/unit for women's). Both men's and women's coats, jackets and blazers underwent a positive price development between 2016 and 2021, increasing by €3.11 and €7.05, respectively.

Table 7: 2021 imports of coats, jackets and blazers into Italy by segment with five-year growth, average import unit price and five-year price evolution

ITALY	2021 value (€)	Five-year growth	Average unit price	Five-year price change
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Men's or boys' coats, jackets and blazers	€277 million	↓ 4.4%	€32.92	↑ €3.11
Women's or girls' coats, jackets and blazers	€574 million	↑ 1.4%	€38.98	↑ €7.05
TOTAL:	€851 million	↓ 0.7%	€36.59	↑ €5.71

Source: [Eurostat](#)

Popular coats, jackets and blazer brands in Italy include [Diesel](#), [Aspesi](#), [Canali](#), [Fendi](#), [Loro Piana](#), [Valstar](#), [Giorgio Armani](#), [Ermenegildo Zegna](#), [Bottega Veneta](#) and [Gucci](#).

The Netherlands

The Netherlands is the fifth largest import market for coats, jackets and blazers in Europe. In 2021, the value of its coats, jackets and blazer imports amounted to €823 million (up from €762 million in 2016). This corresponded to approximately 31 million units of clothing. During the last five years, the Netherlands' coats, jackets and blazer imports grew by 1.6% in value and declined by 6.9% in volume. During the same time period, the value of imports from developing countries declined on average by 1.6% per year. Coats, jackets and blazers originating from developing countries currently constitute 42.3% of the Netherlands' imports in this product segment.

Men's or boys' coats, jackets and blazers constitute 34% of the Netherlands' coats, jackets and blazer imports (the same as in 2016). The import value grew at an average annual rate of 1.4% between 2016 and 2021. During the same time period, imports of women's or girls' coats, jackets and blazers grew at an average annual rate of 1.6%. Unit prices for men's or boys' coats, jackets and blazers are higher than for women's or girls' coats, jackets and blazers (€27.41/unit for men's compared to 25.56€/unit for women's). Both men's and women's coats, jackets and blazers underwent a positive price development between 2016 and 2021, increasing by €10.58 and €8.62, respectively.

Table 8: 2021 imports of coats, jackets and blazers into the Netherlands by segment with five-year growth, average import unit price and five-year price evolution

THE NETHERLANDS	2021 value (€)	Five-year growth	Average unit price	Five-year price change
Men's or boys' coats, jackets and blazers	€278 million	↑ 1.4%	€27.41	↑ €10.58
Women's or girls' coats, jackets and blazers	€545 million	↑ 1.6%	€25.56	↑ €8.62

TOTAL:	€823 million	↑ 1.6%	€26.15	↑ €9.25
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Source: [Eurostat](#)

Popular coats, jackets and blazer brands in the Netherlands include [G-Star RAW](#), [Scotch & Soda](#), [Sissy Boy](#), [Suit Supply](#), [WE](#), and [Bever](#).

Poland

Poland is the sixth largest import market for coats, jackets and blazers in Europe. In 2021, the value of its coats, jackets and blazer imports amounted to €656 million (up from €308 million in 2016). This corresponded to approximately 34 million units of clothing. During the last five years, Poland's coats, jackets and blazer imports grew by 16.3% in value and 14.1% in volume. During the same time period, the value of imports from developing countries grew on average by 21.9% per year. Coats, jackets and blazers originating from developing countries currently constitute over 25.1% of Poland's imports in this product segment.

Men's or boys' coats, jackets and blazers constitute 41% of Poland's coats, jackets and blazer imports (down from 47% in 2016). The import value grew at an average annual rate of 13.8% between 2016 and 2021. During the same time period, imports of women's or girls' coats, jackets and blazers grew at an average annual rate of 19.4%. Unit prices for men's or boys' coats, jackets and blazers are higher than for women's or girls' coats, jackets and blazers prices (€7.65/unit for men's compared to 5.76€/unit for women's). Both men's and women's segments underwent a slight negative price development between 2016 and 2021, decreasing by €0.10 and €0.14, respectively.

Table 9: 2021 imports of coats, jackets and blazers into Poland by segment with five-year growth, average import unit price and five-year price evolution

POLAND	2021 value (€)	Five-year growth	Average unit price	Five-year price change
Men's or boys' coats, jackets and blazers	€154 million	↑ 15.3%	€20.01	↑ €1.59
Women's or girls' coats, jackets and blazers	€502 million	↑ 16.6%	€19.12	↑ €1.82
TOTAL:	€656 million	↑ 16.3%	€19.32	↑ €1.76

Source: [Eurostat](#)

The main coats, jackets and blazer brands in Poland include [Reserved](#), [Mohito](#), [Zartex](#), [Dziekanski](#), [Lavard](#) and [Passero](#).

Tips:

Focus your export efforts on the top six markets: Germany, France, Spain, Italy, the Netherlands and Poland. They are both the biggest consumers of coats, jackets and blazers in Europe and the biggest importers of coats, jackets and blazers from developing countries. All of these countries have a high acceptance of suppliers from outside the EU.

Check the websites of the main providers for each country to understand the requirements, styles and aesthetics for different types of coats, jackets and blazers.

Keep an eye on developments in the United Kingdom (for example by getting updated information through the [European Union Commission](#) and [Department for International Trade of the United Kingdom](#)) because trade agreements are not yet finalised and might influence import trends from developing countries significantly. Given that the UK was the largest importer of coats, jackets and blazers from other European Union countries, Brexit could result in new opportunities for other players in the future.

4. Which trends offer opportunities or pose threats on the European market for coats, jackets and blazers?

The European market for coats, jackets and blazers follows the general apparel trends related to sustainability, technological innovation and increased emphasis on corporate and social responsibility. For more information, read the [CBI study on trends in the apparel market](#). In addition to these general trends, the market for coats, jackets and blazers has its own, segment-specific trends:

Recurrent and temporary fashion trends

Jacket trends are currently inspired by the 1990s and include [slim-fit, lapel-free, motorcycle-style jackets with a single strap](#). Designers such as Alexander McQueen, Simone Rocha and Richard Quinn mixed leather with denim, adding puff shoulders or studs. [Jackets, blazers or wool coats with fringing details](#) are also back, as happens every couple of years, and are popular in neutral shades such as brown, camel, cream and khaki. Matrix-inspired [two-tone designs, dark brown, black or animal-print long leather coats](#) can also be added to the list of trends at the moment. [Sports coats mixed up with imbalanced textures, tones and fits](#) are also fashionable, especially for men. Another popular addition are [pearls, featuring on several types of jackets and blazers](#). Designers have also reinvented timeless trench coats by creating larger and untailored shapes.

Interest in comfortable and functional pieces

With [puffer coats](#), designers aim to create more spacious and comfortable coats, ideally in saturated colours or in black and white. [Sherpa-lined jackets](#) are also to be highlighted as a trend that comes back from time to time. [“Boy-meets-girl” blazers](#) are also trendy. Altuzarra uses berry tonal shades. Vuitton uses showier ones, but both have a comfort-orientated purpose. [Lightweight jackets](#) are more and more of interest to consumers and are particularly appreciated for their functional waterproof and windproof capacities. Generally, customers are also looking for branded [winter coats](#) that they perceive as being of a higher quality under the influence of advertising and films.

Leather and leather substitutes

The women's leather jacket market is positively impacted by several elements. The availability of several styles, designs and colours is attractive for customers. In addition, marketing strategies based on promotions have also been successful. The development of dual-income households as well as millennial and Z-generation interest has contributed to the development of this market as well. However, [the substitute market of sweaters](#), for instance, can have a negative impact on this market. The development of [synthetic animal products](#) such as

faux leather offers consumers an alternative when purchasing a leather coat and exporters present on this market may also want to monitor these substitutes.

Tips:

Adjust the styles of your coats, jackets and blazers according to the trends, for example by responding to recurrent demands, such as 1990s motorcycle jackets and trench coats, or demands of the moment, such as embellished pieces with pearls and styles offering comfortable materials options.

Experiment with direct-to-consumer sales alongside your business-to-business activities. You can sell through your own web shop, existing online platforms or social media. Customisation of coats, jackets and blazers as well as alternative sourcing of these products have become increasingly interesting for consumers. Manufacturers can use this trend to develop a direct link to the customer.

Familiarise yourself with the latest fashion trends on social media by following fashion influencers and/or leading European players on the market for coats, jackets and blazers. Consult [FeedSpot for the top 100 European fashion bloggers](#).

Monitor trends in coats, jackets and blazers, such as sweaters and other substitutes. If entering these substitute markets is a possibility, you may use the circumstances to develop your own production capacities.

Decide if you prefer to distribute high-quality coats, jackets and blazers for selected brands or mass-produced products for big European chains like C&A, H&M, Zara and others. Be aware of all the certifications that are needed and inform yourself about specific contract stipulations before you work with either or both company types.

Keep the sustainability trend in mind. Even “old school” brands are switching to sustainable materials to be able to advertise their eco-friendly approach. The demand for such products is expected to increase significantly in the future.

Visit websites and web shops and check fashion magazines (such as [InTouch](#), [Vogue](#), [Glamour](#), [GQ](#) and [Men's Health](#)) from Europe to be up to date with current trends in coats, jackets and blazers.

This study was carried out on behalf of CBI by [M-Brain GmbH](#).

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