

Apparel and Footwear in Hong Kong, China

<https://marketpublishers.com/r/A542D3ECF00EN.html>

Date: November 2023

Pages: 89

Price: US\$ 2,100.00 (Single User License)

ID: A542D3ECF00EN

Abstracts

Apparel and footwear in Hong Kong is showing significant signs of recovery in 2023, with double-digit retail volume and current value growth. The local government gradually relaxed the city's social restrictions from the second half of 2022 to early 2023. Since March 2023, Hong Kong has been fully open with a lifting of all pandemic-related restrictions. The resurgence in tourism has played a pivotal role in boosting sales of apparel and footwear, with mainland tourists having a particularly pos...

Euromonitor International's Apparel and Footwear in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Apparel and Footwear in Hong Kong, China

Euromonitor International

November 2023

List Of Contents And Tables

APPAREL AND FOOTWEAR IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Womenswear gradually recovers, driven by return of tourists

Quiet luxury with the emergence of the “Clean Fit” fashion trend

Booming athleisure trend in womenswear

PROSPECTS AND OPPORTUNITIES

Body positive movement is shifting traditional demand for womenswear

Emphasis on omnichannel strategy to enhance connection with consumers

Sustainability efforts in womenswear

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023

Table 14 Sales of Womenswear by Category: Value 2018-2023

Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Womenswear: % Value 2019-2023

Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 29 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear's rebound is driven by the return of tourists

Casual dressing in the workplace

Quiet luxury in menswear

PROSPECTS AND OPPORTUNITIES

Further growth potential for menswear in Hong Kong

Rapid expansion of DETERMINANT: Reflection of local menswear's future demand

Genderless fashion on the rise in Hong Kong

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023

Table 32 Sales of Menswear by Category: Value 2018-2023

Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Menswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Menswear: % Value 2019-2023

Table 36 LBN Brand Shares of Menswear: % Value 2020-2023

Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 40 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 41 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 42 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 43 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 44 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 45 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 46 Forecast Sales of Menswear by Category: Value 2023-2028

Table 47 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of tourists benefits sales of childrenswear in 2023

Increasing outdoor needs drive demand for functional childrenswear

Influence of adult fashion on childrenswear

PROSPECTS AND OPPORTUNITIES

Impact of demographic shift on childrenswear

Gender-neutral fashion for children

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear maintains strong growth momentum in 2023

“Gorpcore” on the rise due to increasing outdoor needs

Localised marketing strategies to enhance brand connection with consumers

PROSPECTS AND OPPORTUNITIES

Fragmented and intensifying competition within sportswear

Emphasis on inclusivity and diversity within sportswear

Immersive offline retail experience to enhance brand connection with consumers

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Denim jeans develop more comfort-driven designs

Y2K vintage style is influencing demand from younger consumers

PROSPECTS AND OPPORTUNITIES

Growing demand for premium jeans

Sustainable jeans to increasingly come to the fore

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023

Table 70 Sales of Men's Jeans by Category: Volume 2018-2023

Table 71 Sales of Men's Jeans by Category: Value 2018-2023

Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 74 Sales of Women's Jeans by Category: Volume 2018-2023

Table 75 Sales of Women's Jeans by Category: Value 2018-2023

Table 76 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 77 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Jeans: % Value 2019-2023

Table 79 LBN Brand Shares of Jeans: % Value 2020-2023

Table 80 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 81 Forecast Sales of Jeans by Category: Value 2023-2028

Table 82 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 83 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 84 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 85 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 86 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 87 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 88 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 89 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 90 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 91 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of social lives leads to increasing demand for hosiery

Functionality is increasingly important for hosiery

PROSPECTS AND OPPORTUNITIES

Sheer hosiery's growth set to slow, while non-sheer hosiery will remain resilient

Retail offline will continue to dominate hosiery purchases

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023

Table 93 Sales of Hosiery by Category: Value 2018-2023

Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Hosiery: % Value 2019-2023

Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 101 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound of apparel accessories driven by resumption of travel

Nostalgia drives demand for Y2K fashion accessories

PROSPECTS AND OPPORTUNITIES

Casualisation trend to slow demand for more formal accessories

Polarisation within apparel accessories in Hong Kong

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of tourist consumption helps boost footwear sales

Athleisure trend is shifting demand for footwear

Retail offline sales of footwear regain momentum

PROSPECTS AND OPPORTUNITIES

Further potential to customise footwear in Hong Kong

Sustainability in footwear driven by local consumers' environmental concerns

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

I would like to order

Product name: Apparel and Footwear in Hong Kong, China

Product link: <https://marketpublishers.com/r/A542D3ECF00EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A542D3ECF00EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970