

# Designer Apparel (Ready-To-Wear) in Taiwan

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#### **Abstracts**

Taiwanese consumers generally have a strong desire for luxury brands and perceive them to offer superior quality while reflecting wealth, status and a taste for fashion. This boosted sales of designer apparel (ready-to-wear), especially luxury brands that offer entry-level designer clothing that appeals to middle-class consumers. This contributed greatly towards significant growth of designer apparel (ready-to-wear); however, the economic slowdown in Taiwan impacted sales of luxury clothing due...

Euromonitor International's Designer Apparel (Ready-to-Wear) in Taiwan report offers a comprehensive guide to the size and shape of the Designer Apparel (Ready-to-Wear) market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Designer Apparel (Ready-to-Wear) retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

**Product coverage:** Designer Clothing (Ready-to-Wear), Designer Footwear.

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

#### Why buy this report?

Get a detailed picture of the Designer Apparel (Ready-to-Wear) 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.



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Steady Demand From Affluent Consumers Sustains Sales

Changing Consumer Values Boost Demand

Luxury Brand Players Continue To Develop A Presence

Retailers Boost Sales Through Price-reduction Strategies

Positive Outlook for Luxury Goods As Economy Strengthens

Key Trends and Developments

Sluggish Economy Does Not Impact Sales of Luxury Goods

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Luxury Brands Increase Focus on Digital Marketing

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