

Menswear in Taiwan

<https://marketpublishers.com/r/M9906DDF747EN.html>

Date: December 2023

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: M9906DDF747EN

Abstracts

While menswear in Taiwan is poised to record an improved performance in total volume sales terms in 2023, growth has been tempered by changes in consumer behaviour. Demand is now stabilising in the wake of the rapid rebound facilitated by the lifting of pandemic-related restrictions in 2022, with the tendency towards “revenge spending” very much in retreat. Indeed, most people have become more cautious in their discretionary spending decisions as the general cost of living has increased substant...

Euromonitor International's Menswear in Taiwan 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

Get a detailed picture of the Menswear 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

Menswear in Taiwan
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

MENSWEAR IN TAIWAN
KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased caution around discretionary spending constrains volume growth
Business comfort styles favoured as men return to the office
High-end global menswear brands strengthen their presence in Taiwan
PROSPECTS AND OPPORTUNITIES
Polarisation expected to increase over the forecast period
Streetwear trend set to become more influential
More menswear labels likely to employ nano influencers as brand ambassadors

CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2018-2023
Table 2 Sales of Menswear by Category: Value 2018-2023
Table 3 Sales of Menswear by Category: % Volume Growth 2018-2023
Table 4 Sales of Menswear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Menswear: % Value 2019-2023
Table 6 LBN Brand Shares of Menswear: % Value 2020-2023
Table 7 NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 8 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 9 NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 10 LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 11 NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 12 LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 13 NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 14 LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 15 Forecast Sales of Menswear by Category: Volume 2023-2028
Table 16 Forecast Sales of Menswear by Category: Value 2023-2028
Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 18 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN TAIWAN

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

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Menswear in Taiwan

Product link: <https://marketpublishers.com/r/M9906DDF747EN.html>

Price: US\$ 990.00 (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/M9906DDF747EN.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