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Womenswear in Hong Kong, China

https://marketpublishers.com/r/WB222998BBFEN.html
Date: November 2023
Pages: 28
Price: US$ 990.00 (Single User License)
ID: WB222998BBFEN

Abstracts

Womenswear is experiencing double-digit growth rate in 2023, following notable declines the previous year. Tourist consumption historically accounted for 20-30% of pre-pandemic sales in Hong Kong, and the return of tourists is set to become the main driver of womenswear's gradual recovery. In particular, high-spending tourists can help accelerate the recovery for premium womenswear, despite the fact that luxury shopping in Hong Kong is gradually losing its attractiveness due to a high foreign ex...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear market;

Pinpoint growth sectors and identify factors driving change;

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

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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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