

Footwear in Taiwan

Market Direction | 2023-01-05 | 20 pages | Euromonitor

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Report description:

In 2022, footwear sales were largely driven by sports footwear and sports-inspired footwear as consumers continued to exercise at home or took part in socially distanced outdoor activities. Many leading sportswear brands in Taiwan, such as Nike, adidas, Lululemon, and Under Armour, have led the trend for years with classic sports-inspired footwear designs. For example, Nike in Taiwan has recently released its Air Force 1, Air Jordan 1, and Air Max 97 designs, as well as breakthrough comfort line...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's 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 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.

Table of Contents:

Footwear in Taiwan
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List Of Contents And Tables

FOOTWEAR IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports footwear and sports-inspired footwear continue to benefit from the athleisure trend

Formal footwear strongly impacted causing some companies to struggle

'Dad shoe' continues to see popularity among younger consumers with comfort a key driving factor

PROSPECTS AND OPPORTUNITIES

Limited edition footwear boosts popularity of purchasing via e-commerce

Athleisure and comfort trends set to boost demand for leading sports brands

Functional footwear continues to see boost, with particular focus on healthcare

CATEGORY DATA

Table 1 Sales of Footwear by Category: Volume 2017-2022

Table 2 Sales of Footwear by Category: Value 2017-2022

Table 3 Sales of Footwear by Category: % Volume Growth 2017-2022

Table 4 Sales of Footwear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Footwear: % Value 2018-2022

Table 6 LBN Brand Shares of Footwear: % Value 2019-2022

Table 7 Distribution of Footwear by Format: % Value 2017-2022

Table 8 Forecast Sales of Footwear by Category: Volume 2022-2027

Table 9 Forecast Sales of Footwear by Category: Value 2022-2027

Table 10 Forecast Sales of Footwear by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Footwear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN TAIWAN

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 12 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 13 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 18 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 21 Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

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Table 22 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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