

Menswear in Taiwan

Market Direction | 2023-01-05 | 26 pages | Euromonitor

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Report description:

After a year of decline due to the impact of COVID-19, global price strategies and most consumers exerting caution in their shopping habits, menswear saw a rebound in retail sales in both volume and value terms in 2022. With fears around the virus largely abated, local consumers returned to physical stores during the year. Casualwear remained the main driver of menswear sales. With more companies shifting towards a less formal dress code and hybrid working arrangements remaining in place, there...

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.

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Falling sales driven by cautious shopping behaviours and global price strategies

Increased demand for comfort in line with the casualwear trend

Minimalism and comfort will remain key trends with Yama influencing style

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