

Womenswear in Taiwan

Market Direction | 2023-01-05 | 27 pages | Euromonitor

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Report description:

After a year of decline due to the impact of COVID-19 and cautious shopping behaviour, retail sales of womenswear rebounded in 2022 in both volume and value terms. People have come to conceptualise COVID-19 as an endemic and coexist with the virus. With a high vaccination rate in the country and fears around the virus largely subsided, people returned to shopping in physical stores. Casual womenswear remained the main driver of growth. This is largely due to the rise of casualwear in the workpla...

Euromonitor International's Womenswear 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: 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;
- * Use five-year forecasts to assess how the market is predicted to develop.

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KEY DATA FINDINGS

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Casualwear continues to be the main driver of womenswear sales due to the work-from-home lifestyle
Social media continues to play a key role in influencing trends, though experiential retailing remains important
Fast fashion and lifestyle brand collaborations boost reputations

PROSPECTS AND OPPORTUNITIES

Slowdown in growth rate due to post-pandemic travel boom
Niche designer brands set to gain more traction as people desire to express their own unique style
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