

## **Apparel and Footwear in Hong Kong, China**

Market Direction | 2023-01-16 | 95 pages | Euromonitor

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### **Report description:**

After experiencing a difficult time in 2020 due to COVID-19, followed by a rebound in 2021, 2022 was another challenging year for Hong Kong in terms of COVID-19. The fifth wave of the virus impacted the country in Q1 and Q2, resulting in a plunge in footfall to offline stores, pressurising these businesses, especially during the first half of the year. Double-digit volume and current value declines in overall apparel and footwear were therefore observed in 2022 due to both supply-side and demand...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and 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.

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Falling sales of womenswear, with formalwear seeing a steeper decline

Athleisure maintains momentum, driving women's tops and leggings to perform better than other categories

Local players expand their offline presence to further penetrate the local market

#### PROSPECTS AND OPPORTUNITIES

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 Family collections continue to gain traction, especially amongst local young parents  
 Shift to e-commerce calls for an omnichannel approach, with social media selling gaining traction amongst parents

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## PROSPECTS AND OPPORTUNITIES

Childrenswear to recover to pre-pandemic levels with return of tourist consumption and further integration into Greater Bay area  
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Increased focus on functionality, especially in sports footwear

## PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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## 2022 DEVELOPMENTS

Apparel accessories declines in line with industry performance

Face masks continues to gain traction, with more consumers shifting to reusable masks

Luxury brands see sluggish performances compared with 2021

## PROSPECTS AND OPPORTUNITIES

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## FOOTWEAR IN HONG KONG, CHINA

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Increasing focus amongst players on tapping into children's footwear

Athleisure trend remains, with increasing consumer sophistication of demand and a search for functionality

E-commerce remains weaker in footwear than apparel due to fitting issues

## PROSPECTS AND OPPORTUNITIES

Footwear to gain momentum, driven by the return of tourists

Expansion into apparel expected, especially amongst sports footwear players

Sustainable footwear will remain a niche

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