

Menswear in Hong Kong, China

Market Direction | 2023-01-16 | 28 pages | Euromonitor

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Report description:

The fifth wave of COVID-19 in Hong Kong occurred at the beginning of 2022, once again resulting in a lockdown and the tightening of disease prevention measures. This therefore had a dramatic negative impact on sales of menswear in this year. However, benefiting from increased awareness of health and wellness, athleisure products were the most resilient within menswear. While most sports venues and entertainment facilities shut down temporarily under the ordinance, outdoor activities such as hiki...

Euromonitor International's Menswear 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: 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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Subdued demand for formalwear due to evolving consumer lifestyles

Border reopening leads to rebound for seasonal categories

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