

## **Sportswear in Hong Kong, China**

Market Direction | 2023-01-16 | 21 pages | Euromonitor

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### **Report description:**

As the fifth wave of COVID-19 impacted footfall on the streets, overall sportswear saw only a slight current value increase in 2022. The plunge in traffic and sales during Q1 and Q2 made it difficult for sportswear players to see growth on top of last year's strong momentum. However, the performance was far better than the overall industry average. Sports-inspired apparel and outdoor apparel saw current value growth in 2022 despite the overall challenging retail environment during the year. This...

Euromonitor International's Sportswear 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: Sports Apparel, Sports 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 Sportswear 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

#### 2022 DEVELOPMENTS

Sportswear outperforms apparel and footwear, with the sustained athleisure trend and interest in exercise amongst locals

Continued fragmentation of sportswear, with key players losing share

Increased focus on functionality, especially in sports footwear

#### PROSPECTS AND OPPORTUNITIES

Sportswear to maintain momentum, with return of tourist consumption set to drive growth

Brand building to enhance brand equity will be key to differentiate in a fragmented category

Expansion of product portfolios to expand the customer base

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