

Womenswear in Hong Kong, China

Market Direction | 2023-01-16 | 30 pages | Euromonitor

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Report description:

After a year of strong growth in 2021, womenswear turned to double-digit current value decline in 2022, performing slightly better than the industry average. The fifth wave of COVID-19 resulted in a plunge in footfall and sales in offline stores during Q1 and Q2 of 2022, with players therefore suffering in the first half of the year. The softness in the market later on in the year, due to the sluggish macroeconomic outlook and the reallocation of budgets from local retail expenditure to travel,...

Euromonitor International's Womenswear 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: 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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Table of Contents:

Womenswear in Hong Kong, China
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List Of Contents And Tables

WOMENSWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Womenswear set to gradually recover to the pre-pandemic level of sales

Omnichannel approach is the way to go in the local market

Demand for lingerie set to be increasingly sophisticated, and local players will gain traction

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2017-2022

Table 2 Sales of Womenswear by Category: Value 2017-2022

Table 3 Sales of Womenswear by Category: % Volume Growth 2017-2022

Table 4 Sales of Womenswear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Womenswear: % Value 2018-2022

Table 6 LBN Brand Shares of Womenswear: % Value 2019-2022

Table 7 NBO Company Shares of Women's Nightwear: % Value 2018-2022

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2019-2022

Table 9 NBO Company Shares of Women's Outerwear: % Value 2018-2022

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2019-2022

Table 11 NBO Company Shares of Women's Swimwear: % Value 2018-2022

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2019-2022

Table 13 NBO Company Shares of Women's Underwear: % Value 2018-2022

Table 14 LBN Brand Shares of Women's Underwear: % Value 2019-2022

Table 15 Forecast Sales of Womenswear by Category: Volume 2022-2027

Table 16 Forecast Sales of Womenswear by Category: Value 2022-2027

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 20 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2018-2022
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022
Table 25 Distribution of Apparel and Footwear by Format: % Value 2017-2022
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2022
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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