

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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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

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