

## **Childrenswear in Hong Kong, China**

Market Direction | 2023-11-17 | 19 pages | Euromonitor

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### **Report description:**

With the removal of lockdowns and the reopening of Hong Kong's border, sales of childrenswear have notably rebounded in 2023. However, local demand for childrenswear remains tepid. The declining birth rate in Hong Kong was already placing pressure on sales of childrenswear pre-pandemic. In addition, local parents are being more cost-conscious during a period of economy uncertainty, and reducing unnecessary purchases. Parents in Hong Kong are more willing to spend on their children's education in...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- \* Get a detailed picture of the Childrenswear 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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Euromonitor International  
November 2023

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