

Sportswear in Hong Kong, China

Market Direction | 2023-11-17 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sportswear in Hong Kong continues to experience strong growth momentum in 2023, and is expected to maintain a solid sales performance over the forecast period. Domestic demand for sportswear remains high due to rising health and wellness awareness, and the rebound of tourist consumption, which is further strengthening its impressive sales growth. An increasing number of consumers are motivated to engage in different sports and fitness activities such as running, fitness, cycling and swimming for...

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Sportswear in Hong Kong, China

Euromonitor International

November 2023

List Of Contents And Tables

SPORTSWEAR IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear maintains strong growth momentum in 2023

"Gorpcore" on the rise due to increasing outdoor needs

Localised marketing strategies to enhance brand connection with consumers

PROSPECTS AND OPPORTUNITIES

Fragmented and intensifying competition within sportswear

Emphasis on inclusivity and diversity within sportswear

Immersive offline retail experience to enhance brand connection with consumers

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2018-2023

Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sportswear: % Value 2019-2023

Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 5 Distribution of Sportswear by Format: % Value 2018-2023

Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sportswear in Hong Kong, China

Market Direction | 2023-11-17 | 20 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-20
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com