

Menswear in Taiwan

Market Direction | 2023-12-06 | 26 pages | Euromonitor

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Report description:

While menswear in Taiwan is poised to record an improved performance in total volume sales terms in 2023, growth has been tempered by changes in consumer behaviour. Demand is now stabilising in the wake of the rapid rebound facilitated by the lifting of pandemic-related restrictions in 2022, with the tendency towards "revenge spending" very much in retreat. Indeed, most people have become more cautious in their discretionary spending decisions as the general cost of living has increased substant...

Euromonitor International's Menswear in Taiwan 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men'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 Menswear 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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Increased caution around discretionary spending constrains volume growth

Business comfort styles favoured as men return to the office

High-end global menswear brands strengthen their presence in Taiwan

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