

Sportswear in Taiwan

Market Direction | 2023-12-06 | 19 pages | Euromonitor

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Report description:

Despite substantial price hikes amidst rising inflation in Taiwan, growth in sportswear current value sales in 2023 is set to be slower than in 2022. This is mainly because falling purchasing power and heightened economic uncertainty have led most consumers to rein in discretionary spending. Nonetheless, demand has remained fairly resilient on the whole thanks to increasing participation in sports and fitness activities among the population. Recently reinforced by health concerns surrounding COV...

Euromonitor International's Sportswear 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: 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.

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Rising participation in sports and fitness activities continues to buoy demand

Sports-inspired categories grow fastest in sports apparel and sports footwear

More sportswear brands collaborate with gym chains and fitness influencers

PROSPECTS AND OPPORTUNITIES

Domestic players should have an edge in targeting female consumers

Evenless brand well placed to meet growing demand for eco-friendly outdoor apparel

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