

Womenswear in Taiwan

Market Direction | 2023-12-06 | 27 pages | Euromonitor

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Report description:

Total volume sales growth for womenswear in Taiwan in 2023 is expected to be down slightly on the previous year. This is partly explained by the normalisation of consumption patterns following the impressive rebound that accompanied the easing of the pandemic and related restrictions in 2022. Additionally, with fear of COVID-19 having largely receded, consumers are now spending more of their disposable income on out-of-home leisure activities. Most notably, demand has been subdued by a boom in f...

Euromonitor International's Womenswear 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: 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.

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
December 2023

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Overall demand slows slightly amidst post-pandemic travel boom

Investment in "online merge offline" strategies increases

Y2K style trend popularised by South Korean celebrities and influencers

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