

## **Apparel and Footwear in Taiwan**

Market Direction | 2023-12-06 | 86 pages | Euromonitor

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### **Report description:**

Apparel and footwear in Taiwan is poised to register a negative result in volume terms for a second consecutive year in 2023, while current value growth looks set to be down slightly on 2022. This is mainly due to increased caution around discretionary spending amidst high inflation, which has continued to erode purchasing power and drive up the general cost of living. Moreover, several categories have seen sales slow or contract as demand has stabilised after having rebounded strongly the previ...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear 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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## PROSPECTS AND OPPORTUNITIES

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Plummeting demand for face masks continues to drag down total volume sales  
Most categories benefit from weather conditions and key fashion trends  
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