

Menswear in Hong Kong, China

Market Direction | 2024-12-17 | 25 pages | Euromonitor

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Report description:

After strong double-digit growth in 2023, retail volume and value sales of menswear in Hong Kong have returned to decline in 2024 due to broader economic uncertainty in the region. In particular, demand for luxury menswear has been impacted by the overall reduction of international tourism spending as a result of an unfavourable exchange rate. With the Hong Kong dollar pegged to the strong US dollar, purchasing apparel in the city has become more expensive for overseas visitors, especially mainl...

Euromonitor International's Menswear 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 2019-2023 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 2028 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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Ongoing demand for high-performance apparel
Younger generations drive demand for menswear focused on outdoor activities

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