

Sportswear in Hong Kong, China

Market Direction | 2024-12-17 | 19 pages | Euromonitor

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Report description:

After quickly recovering in 2021, value sales of sportswear in Hong Kong are stagnating, as retail has faced significant challenges in 2024 due to broader economic uncertainty in the region. Like many categories in apparel and footwear, sportswear is being influenced by a reduction of international tourism spend due to an unfavourable exchange rate. With the Hong Kong dollar pegged to the strong US dollar, shopping in the city has become more expensive for overseas visitors, especially mainland...

Euromonitor International's Sportswear 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: 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.

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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Retail offline remains vital for brand presence in Hong Kong

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