

Sportswear in Taiwan

Market Direction | 2024-12-09 | 19 pages | Euromonitor

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Report description:

Sportswear in Taiwan reported stronger current value growth in 2024 due to increasing participation in sports and fitness activities among the population. Recently reinforced by health concerns surrounding COVID-19, the positive influence of this well-established trend has been most visible in performance and outdoor apparel and footwear, which have continued to profit from growth in the numbers of people regularly partaking in running, cycling, hiking, mountain climbing etc. The opening of new...

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 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.

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SPORTSWEAR IN TAIWAN

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Outdoor apparel and footwear drives category performance
Novelty products inspired by events and sports celebrities
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APPAREL AND FOOTWEAR IN TAIWAN

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