

## **Womenswear in Hong Kong, China**

Market Direction | 2024-12-17 | 28 pages | Euromonitor

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### **Report description:**

After a rebound post-pandemic, demand for womenswear in Hong Kong has returned to decline, as retail in general faces significant challenges in 2024 due to broader economic uncertainty in the region. Both retail volume and value sales of womenswear are declining in 2024, with the luxury segment hit especially hard due to 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 appare...

Euromonitor International's Womenswear 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: 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.

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