



Apparel and Footwear Specialists in Hong Kong, China

March 2024

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Apparel and Footwear Specialists in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Even a significant rebound cannot bring sales back to the pre-pandemic level
The rising Asian fast-fashion brand Love, Bonito expands in Hong Kong
Sportswear brands also expand in Hong Kong

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More modest growth anticipated for apparel and footwear specialists
Demand for sportswear will continue to be strong
Concept of sustainability is becoming increasingly important in Hong Kong

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