

Footwear in Taiwan

December 2024

Table of Contents

Footwear in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Outdoor activities and tourism supports footwear sales

Highly competitive landscape puts pressure on local brands to differentiate

Sneakers are losing some interest among Gen X and Y

PROSPECTS AND OPPORTUNITIES

Functional features are crucial part of differentiation strategies Scope for retail expansion in southern regions Sustainability will continue to be key priority

CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2019-2024

Table 2 - Sales of Footwear by Category: Value 2019-2024

Table 3 - Sales of Footwear by Category: % Volume Growth 2019-2024

Table 4 - Sales of Footwear by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Footwear: % Value 2020-2024

Table 6 - LBN Brand Shares of Footwear: % Value 2021-2024

Table 7 - Distribution of Footwear by Format: % Value 2019-2024

Table 8 - Forecast Sales of Footwear by Category: Volume 2024-2029

Table 9 - Forecast Sales of Footwear by Category: Value 2024-2029

Table 10 - Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Footwear by Category: % Value Growth 2024-2029

Apparel and Footwear in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 12 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 13 - Sales of Apparel and Footwear by Category: Value 2019-2024

Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 18 - Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 23 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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