

Menswear in Taiwan

December 2024

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Menswear in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Men's street fashion continues to diversify Shoppers prefer shopping malls when buying menswear Omnichannel strategies are of key importance

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Comfort and functionality will be high priority for menswear Unisex designs set to make an impact Select shops are expanding their presence in highly competitive retail environment

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