

Apparel Accessories in Taiwan

December 2024

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Apparel Accessories in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slight volume decline as demand stabilises for cloth face masks Mixed performance as weather impacts demand Uniqlo holds strong lead in competitive landscape

PROSPECTS AND OPPORTUNITIES

Mixed outlook for apparel accessories Outdoor activities and sports can help lift sales Opportunities for local niche brands to thrive

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