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# Sportswear in Hong Kong, China

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite overall stagnation for the category, sports footwear growth remains strong  
Impact of Olympics Game in marketing mix for sportswear brands  
Retail offline remains vital for brand presence in Hong Kong

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Influence of athlete endorsement for positive brand image  
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Apparel and Footwear in Hong Kong, China - Industry Overview

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