

# Apparel and Footwear in Hong Kong, China

December 2024

**Table of Contents** 

## Apparel and Footwear in Hong Kong, China

## **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 1 Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 2 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 7 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

# Childrenswear in Hong Kong, China

## KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Economic uncertainty and declining birth rate influence sluggish performance of childrenswear

Style and comfort remain essential for local parents

Influence of adult fashion on childrenswear in Hong Kong

# PROSPECTS AND OPPORTUNITIES

Weak performance for childrenswear over the forecast period

Rise of second-hand childrenswear stores

Gender-neutral fashion for children in line with trends in adult apparel

#### **CATEGORY DATA**

- Table 13 Sales of Childrenswear by Category: Volume 2019-2024
- Table 14 Sales of Childrenswear by Category: Value 2019-2024
- Table 15 Sales of Childrenswear by Category: % Volume Growth 2019-2024
- Table 16 Sales of Childrenswear by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Childrenswear: % Value 2020-2024
- Table 18 LBN Brand Shares of Childrenswear: % Value 2021-2024
- Table 19 Forecast Sales of Childrenswear by Category: Volume 2024-2029
- Table 20 Forecast Sales of Childrenswear by Category: Value 2024-2029
- Table 21 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029
- Table 22 Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

## Apparel Accessories in Hong Kong, China

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Impact of economic uncertainty on demand for apparel accessories, especially luxury segment Outdoor features incorporated into hats/caps

#### PROSPECTS AND OPPORTUNITIES

Pop culture will continue to influence trends in apparel accessories Low growth for ties due to rising casualisation in the workplace Increase in cross-border purchases of affordable accessories

#### **CATEGORY DATA**

- Table 23 Sales of Apparel Accessories by Category: Volume 2019-2024
- Table 24 Sales of Apparel Accessories by Category: Value 2019-2024
- Table 25 Sales of Apparel Accessories by Category: % Volume Growth 2019-2024
- Table 26 Sales of Apparel Accessories by Category: % Value Growth 2019-2024
- Table 27 NBO Company Shares of Apparel Accessories: % Value 2020-2024
- Table 28 LBN Brand Shares of Apparel Accessories: % Value 2021-2024
- Table 29 Forecast Sales of Apparel Accessories by Category: Volume 2024-2029
- Table 30 Forecast Sales of Apparel Accessories by Category: Value 2024-2029
- Table 31 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2024-2029
- Table 32 Forecast Sales of Apparel Accessories by Category: % Value Growth 2024-2029

# Menswear in Hong Kong, China

#### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Economic uncertainty and outbound travel place pressure on menswear

Ongoing demand for high-performance apparel

Younger generations drive demand for menswear focused on outdoor activities

# PROSPECTS AND OPPORTUNITIES

Deeper penetration of new outdoor brands embracing omnichannel distribution

Menswear embraces inclusiveness in terms of size and gender

Sustainability to remain an important focus for future product development

#### **CATEGORY DATA**

- Table 33 Sales of Menswear by Category: Volume 2019-2024
- Table 34 Sales of Menswear by Category: Value 2019-2024
- Table 35 Sales of Menswear by Category: % Volume Growth 2019-2024
- Table 36 Sales of Menswear by Category: % Value Growth 2019-2024
- Table 37 NBO Company Shares of Menswear: % Value 2020-2024
- Table 38 LBN Brand Shares of Menswear: % Value 2021-2024
- Table 39 NBO Company Shares of Men's Nightwear: % Value 2020-2024
- Table 40 LBN Brand Shares of Men's Nightwear: % Value 2021-2024
- Table 41 NBO Company Shares of Men's Outerwear: % Value 2020-2024
- Table 42 LBN Brand Shares of Men's Outerwear: % Value 2021-2024
- Table 43 NBO Company Shares of Men's Swimwear: % Value 2020-2024
- Table 44 LBN Brand Shares of Men's Swimwear: % Value 2021-2024
- Table 45 NBO Company Shares of Men's Underwear: % Value 2020-2024
- Table 46 LBN Brand Shares of Men's Underwear: % Value 2021-2024

Table 47 - Forecast Sales of Menswear by Category: Volume 2024-2029

Table 48 - Forecast Sales of Menswear by Category: Value 2024-2029

Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2024-2029

Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2024-2029

# Womenswear in Hong Kong, China

#### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Declining womenswear amid economic uncertainty and outbound travel Continual demand for comfortable and versatile womenswear Outdoor styles increasingly popular among younger consumers

#### PROSPECTS AND OPPORTUNITIES

Further emphasis on inclusive womenswear over the forecast period Increasing focus on sustainable fashion in Hong Kong International brands utilise omnichannel approach to penetrate local market

#### **CATEGORY DATA**

Table 51 - Sales of Womenswear by Category: Volume 2019-2024

Table 52 - Sales of Womenswear by Category: Value 2019-2024

Table 53 - Sales of Womenswear by Category: % Volume Growth 2019-2024

Table 54 - Sales of Womenswear by Category: % Value Growth 2019-2024

Table 55 - NBO Company Shares of Womenswear: % Value 2020-2024

Table 56 - LBN Brand Shares of Womenswear: % Value 2021-2024

Table 57 - NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 59 - NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 61 - NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 63 - NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 64 - LBN Brand Shares of Women's Underwear: % Value 2021-2024

Table 65 - Forecast Sales of Womenswear by Category: Volume 2024-2029

Table 66 - Forecast Sales of Womenswear by Category: Value 2024-2029

Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029

Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

# Jeans in Hong Kong, China

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Declining demand for jeans due to economic uncertainty and outbound travel Comfort and individuality are key focus areas for jeans

## PROSPECTS AND OPPORTUNITIES

Marginal growth expected for jeans over the forecast period Sustainability to remain key focus for future product development Some growth potential for premium and super premium jeans

# **CATEGORY DATA**

Table 69 - Sales of Jeans by Category: Volume 2019-2024

- Table 70 Sales of Jeans by Category: Value 2019-2024
- Table 71 Sales of Jeans by Category: % Volume Growth 2019-2024
- Table 72 Sales of Jeans by Category: % Value Growth 2019-2024
- Table 73 Sales of Men's Jeans by Category: Volume 2019-2024
- Table 74 Sales of Men's Jeans by Category: Value 2019-2024
- Table 75 Sales of Men's Jeans by Category: % Volume Growth 2019-2024
- Table 76 Sales of Men's Jeans by Category: % Value Growth 2019-2024
- Table 77 Sales of Women's Jeans by Category: Volume 2019-2024
- Table 78 Sales of Women's Jeans by Category: Value 2019-2024
- Table 79 Sales of Women's Jeans by Category: % Volume Growth 2019-2024
- Table 80 Sales of Women's Jeans by Category: % Value Growth 2019-2024
- Table 81 NBO Company Shares of Jeans: % Value 2020-2024
- Table 82 LBN Brand Shares of Jeans: % Value 2021-2024
- Table 83 Forecast Sales of Jeans by Category: Volume 2024-2029
- Table 84 Forecast Sales of Jeans by Category: Value 2024-2029
- Table 85 Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
- Table 86 Forecast Sales of Jeans by Category: % Value Growth 2024-2029
- Table 87 Forecast Sales of Men's Jeans by Category: Volume 2024-2029
- Table 88 Forecast Sales of Men's Jeans by Category: Value 2024-2029
- Table 89 Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029
- Table 90 Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029
- Table 91 Forecast Sales of Women's Jeans by Category: Volume 2024-2029
- Table 92 Forecast Sales of Women's Jeans by Category: Value 2024-2029
- Table 93 Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029
- Table 94 Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

# Hosiery in Hong Kong, China

# KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Rising interest in sports supports non-sheer hosiery demand Socks as a statement piece

## PROSPECTS AND OPPORTUNITIES

Development to focus on functionality within non-sheer hosiery

Limited growth momentum for sheer hosiery

Retail offline will continue to dominate hosiery purchases

#### **CATEGORY DATA**

- Table 95 Sales of Hosiery by Category: Volume 2019-2024
- Table 96 Sales of Hosiery by Category: Value 2019-2024
- Table 97 Sales of Hosiery by Category: % Volume Growth 2019-2024
- Table 98 Sales of Hosiery by Category: % Value Growth 2019-2024
- Table 99 NBO Company Shares of Hosiery: % Value 2020-2024
- Table 100 LBN Brand Shares of Hosiery: % Value 2021-2024
- Table 101 Forecast Sales of Hosiery by Category: Volume 2024-2029
- Table 102 Forecast Sales of Hosiery by Category: Value 2024-2029
- Table 103 Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029
- Table 104 Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

## Footwear in Hong Kong, China

## KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Overall footwear records decline, but sports footwear sales remain strong

Collaborations between luxury and sports brands

Continuous focus on offline distribution to increase market presence

#### PROSPECTS AND OPPORTUNITIES

Segmentation as performance footwear brands to focus on specific sports

Quality and comfort remain leading selection criteria

#### **CATEGORY DATA**

Table 105 - Sales of Footwear by Category: Volume 2019-2024

Table 106 - Sales of Footwear by Category: Value 2019-2024

Table 107 - Sales of Footwear by Category: % Volume Growth 2019-2024

Table 108 - Sales of Footwear by Category: % Value Growth 2019-2024

Table 109 - NBO Company Shares of Footwear: % Value 2020-2024

Table 110 - LBN Brand Shares of Footwear: % Value 2021-2024

Table 111 - Distribution of Footwear by Format: % Value 2019-2024

Table 112 - Forecast Sales of Footwear by Category: Volume 2024-2029

Table 113 - Forecast Sales of Footwear by Category: Value 2024-2029

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2024-2029

# Sportswear in Hong Kong, China

#### **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

# PROSPECTS AND OPPORTUNITIES

Increasing emphasis on performance features and innovative textiles

Influence of athlete endorsement for positive brand image

Community-based marketing to build brand loyalty

# **CATEGORY DATA**

Table 116 - Sales of Sportswear by Category: Value 2019-2024

Table 117 - Sales of Sportswear by Category: % Value Growth 2019-2024

Table 118 - NBO Company Shares of Sportswear: % Value 2020-2024

Table 119 - LBN Brand Shares of Sportswear: % Value 2021-2024

Table 120 - Distribution of Sportswear by Format: % Value 2019-2024

Table 121 - Forecast Sales of Sportswear by Category: Value 2024-2029

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

. Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

- key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-hong-kong-china/report.