



Apparel Accessories in the Czech Republic

November 2023

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Apparel Accessories in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

“Other” apparel accessories, specifically face masks, weighs down the whole category

Hats/caps and ties benefit from tourism and social events, respectively, to see retail current value growth

Fragmentation of the competitive landscape

PROSPECTS AND OPPORTUNITIES

Weak outlook for the early forecast period but outdoor and active lifestyles to increasingly offer growth potential

Emphasis on using new eco-friendly materials

Second-hand market to exert pressure on retail sales

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