



Womenswear in Taiwan

December 2023

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Womenswear in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall demand slows slightly amidst post-pandemic travel boom

Investment in “online merge offline” strategies increases

Y2K style trend popularised by South Korean celebrities and influencers

PROSPECTS AND OPPORTUNITIES

Luxury brands likely to fare well despite rising cost of living

Comfort, versatility and practicality will remain key trends in womenswear

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