

Sportswear in Hong Kong, China

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sportswear maintains strong growth momentum in 2023
- “Gorpcore” on the rise due to increasing outdoor needs
- Localised marketing strategies to enhance brand connection with consumers

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- Fragmented and intensifying competition within sportswear
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Apparel and Footwear in Hong Kong, China - Industry Overview

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