

Sportswear in Taiwan

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising participation in sports and fitness activities continues to buoy demand
Sports-inspired categories grow fastest in sports apparel and sports footwear
More sportswear brands collaborate with gym chains and fitness influencers

PROSPECTS AND OPPORTUNITIES

Domestic players should have an edge in targeting female consumers
Evenless brand well placed to meet growing demand for eco-friendly outdoor apparel
Y2K trend set to remain highly influential in sports-inspired apparel and footwear

CATEGORY DATA

Table 1 - Sales of Sportswear by Category: Value 2018-2023
Table 2 - Sales of Sportswear by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Sportswear: % Value 2019-2023
Table 4 - LBN Brand Shares of Sportswear: % Value 2020-2023
Table 5 - Distribution of Sportswear by Format: % Value 2018-2023
Table 6 - Forecast Sales of Sportswear by Category: Value 2023-2028
Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 8 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 9 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 14 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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