

Apparel Accessories in Taiwan

December 2023

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Apparel Accessories in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plummeting demand for face masks continues to drag down total volume sales Most categories benefit from weather conditions and key fashion trends Collaborations with luxury designers and labels support gains for fast fashion brands

PROSPECTS AND OPPORTUNITIES

Rising fashion-consciousness will continue to encourage greater use of accessories Products with unisex designs likely to gain popularity Post-pandemic travel boom expected to influence marketing strategies

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