Womenswear in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Womenswear gradually recovers, driven by return of tourists
Quiet luxury with the emergence of the “Clean Fit” fashion trend
Booming athleisure trend in womenswear

PROSPECTS AND OPPORTUNITIES
Body positive movement is shifting traditional demand for womenswear
Emphasis on omnichannel strategy to enhance connection with consumers
Sustainability efforts in womenswear

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Apparel and Footwear in Hong Kong, China - Industry Overview

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