



Hosiery in Taiwan

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and advanced functionality drive demand

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Conservative consumer spending hinders hosiery sales growth

Non-sheer hosiery dominates the market due to versatility

Fashion trends and foot health concerns drive up unit prices

Chart 3 - GiMialign launched AI 3D Kinetic Socks in 2024-2025

WHAT'S NEXT?

Government support for local manufacturers and sustainability to drive market growth

Innovation and lifestyle changes to influence sales

Local brands to showcase cultural heritage

COMPETITIVE LANDSCAPE

Fragmented market with emerging Korean brands

Local brands to gain share through collaborations

Chart 4 - Korean brand MSMR creates pop-up store in Taiwan's chained department stores

CHANNELS

Offline retail leads with chained variety stores expanding

E-commerce supports niche brands with unique designs

Lifestyle retailers drive growth with expanded product lines

PRODUCTS

Tech-savvy brands drive innovation with advanced features

Local brands innovate with eco-friendly and functional products

Chart 5 - Merry Young Transformed Used Recycle PET Bottles Into Trendy Socks Gifting Box

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Market polarisation supports value growth

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Market polarisation supports performance of apparel and footwear

Chart 8 - Dolce&Gabbana Opened Flagship Store in BELLAVITA in 2025

Outbound travel and tourism tempers sales of apparel and footwear

Resale and rental trend gains traction among young consumers

Chart 9 - 52% of Credit Card Spending by Taiwanese Outbound Travelers in Apparel and Footwear

WHAT'S NEXT?

Ai and sustainability reshapes consumer behaviour

Korean fashion influence drives sales and store expansions

Disposable income growth supports luxury spending

COMPETITIVE LANDSCAPE

Leading brands maintain dominance amid intense competition

Chart 10 - 2nd Street Expects to Have Over 50 Stores in Taiwan by the End of 2025

Emerging players and trends reshape the competitive landscape

CHANNELS

Offline retail leads with omnichannel presence

E-commerce grows with personalised shopping experiences

Emerging trends and collaborations to watch

PRODUCTS

AI and sustainability drive innovation in fashion

Designer brands launch thin-soled and casual shoes and elevate the customer experience

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Taiwan 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Taiwan 2025

Chart 14 - Consumer Landscape in Taiwan 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hosiery-in-taiwan/report.