

Jeans in Hong Kong, China

January 2023

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Jeans in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Decline in jeans stronger than the average for apparel
Increasing focus on diversifying product portfolios amongst jeans specialists
Sustainability is not a determining factor in local consumers' decision-making

PROSPECTS AND OPPORTUNITIES

Rebound expected for jeans in the coming five years as tourist consumption drives recovery
Personalisation to enhance brand equity and capture consumption power
New product development expected to focus on functionality going forward

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