

# Menswear in Taiwan

December 2023

**Table of Contents** 

## Menswear in Taiwan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Increased caution around discretionary spending constrains volume growth

Business comfort styles favoured as men return to the office

High-end global menswear brands strengthen their presence in Taiwan

## PROSPECTS AND OPPORTUNITIES

Polarisation expected to increase over the forecast period

Streetwear trend set to become more influential

More menswear labels likely to employ nano influencers as brand ambassadors

#### **CATEGORY DATA**

- Table 1 Sales of Menswear by Category: Volume 2018-2023
- Table 2 Sales of Menswear by Category: Value 2018-2023
- Table 3 Sales of Menswear by Category: % Volume Growth 2018-2023
- Table 4 Sales of Menswear by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Menswear: % Value 2019-2023
- Table 6 LBN Brand Shares of Menswear: % Value 2020-2023
- Table 7 NBO Company Shares of Men's Nightwear: % Value 2019-2023
- Table 8 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
- Table 9 NBO Company Shares of Men's Outerwear: % Value 2019-2023
- Table 10 LBN Brand Shares of Men's Outerwear: % Value 2020-2023
- Table 11 NBO Company Shares of Men's Swimwear: % Value 2019-2023
- Table 12 LBN Brand Shares of Men's Swimwear: % Value 2020-2023
- Table 13 NBO Company Shares of Men's Underwear: % Value 2019-2023
- Table 14 LBN Brand Shares of Men's Underwear: % Value 2020-2023
- Table 15 Forecast Sales of Menswear by Category: Volume 2023-2028
- Table 16 Forecast Sales of Menswear by Category: Value 2023-2028
- Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
- Table 18 Forecast Sales of Menswear 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 19 Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

**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/menswear-in-taiwan/report.