

Sportswear in Taiwan

December 2023

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Sportswear in Taiwan - Category analysis

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2023 DEVELOPMENTS

Rising participation in sports and fitness activities continues to buoy demand
Sports-inspired categories grow fastest in sports apparel and sports footwear
More sportswear brands collaborate with gym chains and fitness influencers

PROSPECTS AND OPPORTUNITIES

Domestic players should have an edge in targeting female consumers
Evenless brand well placed to meet growing demand for eco-friendly outdoor apparel
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