

Apparel Accessories in Asia Pacific

March 2021

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Asia Pacific the biggest apparel accessories market

Quick recovery from 2020's one-off COVID-19-related decline

Sales of other apparel accessories record strong growth in the region

Thailand records 11,000% growth in other apparel accessories

Hong Kong records a declining 2015-2020 CAGR due to civil unrest

COVID-19 turns performances upside down in 2020

Store-based retailing still accounts for two thirds of regional sales...

...but the e-commerce share gains are boosted by the pandemic

LEADING COMPANIES AND BRANDS

Share of "others" rises due to booming face mask sales in Asia Pacific

Luxury brands perform well during the pandemic

China and Japan the main markets for all the top 10 players

Louis Vuitton takes top spot from Hermès

FORECAST PROJECTIONS

Strong rebound expected in 2021 for the Chinese market...

...with sales immediately returning to pre-pandemic levels

No rebound needed in 2021 from COVID-19...

...as other apparel accessories maintained overall growth rates in 2020

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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