



Passport

Sportswear in Hong Kong, China

Euromonitor International

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SPORTSWEAR IN HONG KONG, CHINA - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Accelerated growth by sportswear post-pandemic

Sportswear is set to experience an accelerated recovery, with 2021 current value sales...

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Sportswear players in collaboration with designers and apparel brands to enhance brand equity

In order to capture local consumption power in Hong Kong with tourist flows becoming increasingly uncertain, enhancing brand equity is key for players to compete and differentiate...

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Continuous focus on sustainability with localised efforts to enhance competitiveness

Consumers with general increased health and wellness awareness are a main driver for the...

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PROSPECTS AND OPPORTUNITIES

Increasing fragmentation as fashion and lingerie brands move into sportswear

With the rise in the athleisure trend and an increased focus on health and wellness, sports-inspired apparel..

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Sportswear brands to elevate their offering and positioning to move into luxury segment

Sportswear is predicted to become increasingly fragmented. The lack of social occasions as a result of the pandemic...

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Increasing functionality with A focus on female tech to lower barriers to sports participation

Considering the general increased awareness of health and wellness in Hong Kong, particularly as relatively...

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CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2016-2021

HKD million	2016	2017	2018	2019	2020	2021
Sports Apparel	Data removed from sample					
- Performance Apparel						
- Outdoor Apparel						
- Sports-inspired Apparel						
Sports Footwear						
- Performance Footwear						
- Outdoor Footwear						
- Sports-inspired Footwear						
Sportswear						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Sportswear by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Sports Apparel	Data removed from sample		
- Performance Apparel			
- Outdoor Apparel			
- Sports-inspired Apparel			
Sports Footwear			
- Performance Footwear			
- Outdoor Footwear			
- Sports-inspired Footwear			
Sportswear			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Sportswear: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
-------------------------------	------	------	------	------	------



Others
Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Sportswear: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Others
Total

Others
Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Distribution of Sportswear by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
- Non-Grocery Specialists						
-- Apparel and Footwear Specialist Retailers						
-- Leisure and Personal Goods Specialist Retailers						
--- Sports goods stores						
--- Other Leisure and Personal Goods Specialist Apparel Retailers						
-- Other Non-Grocery Apparel and Footwear Specialists						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- E-Commerce						
- Vending						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Forecast Sales of Sportswear by Category: Value 2021-2026

HKD million	2021	2022	2023	2024	2025	2026
Sports Apparel	Data removed from sample					
- Performance Apparel						
- Outdoor Apparel						
- Sports-inspired Apparel						
Sports Footwear						

- Performance Footwear
- Outdoor Footwear
- Sports-inspired Footwear
- Sportswear



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Sports Apparel
- Performance Apparel
- Outdoor Apparel
- Sports-inspired Apparel
- Sports Footwear
- Performance Footwear
- Outdoor Footwear
- Sports-inspired Footwear
- Sportswear



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

APPAREL AND FOOTWEAR IN HONG KONG, CHINA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Apparel and footwear in 2021: The big picture

Apparel and footwear players were generally more conservative in 2020, as they postponed
....

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2021 key trends

Since the social movement in 2019, an increasing number of consumers in Hong Kong have become increasingly...

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Competitive landscape

Fast fashions brands have grown in popularity during a time of uncertainty by offering perceived good value for money...

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Retailing developments

Since the start of the pandemic, brands with a strong e-commerce presence and capabilities have managed to survive ...

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What next for apparel and footwear?

In terms of channel distribution, e-commerce will likely gain further penetration of apparel and footwear in Hong Kong. Leading players will...

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MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2016-2021

'000 units

	2016	2017	2018	2019	2020	2021
Apparel	Data removed from sample					
Footwear						
Apparel and Footwear						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Sportswear volume not researched

Table 9 Sales of Apparel and Footwear by Category: Value 2016-2021

HKD million

	2016	2017	2018	2019	2020	2021
Apparel	Data removed from sample					
Footwear						
Sportswear						
Apparel and Footwear						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Apparel	Data removed from sample		
Footwear			
Apparel and Footwear			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Sportswear volume not researched

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2016-2021

% current value growth

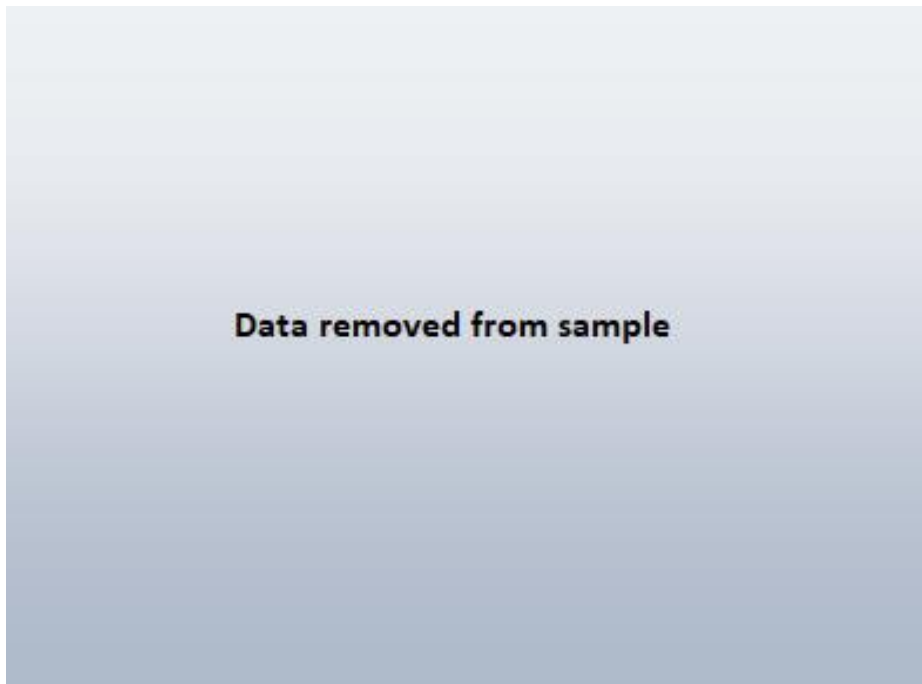
	2020/21	2016-21 CAGR	2016/21 Total
Apparel	Data removed from sample		
Footwear			
Sportswear			
Apparel and Footwear			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2017-2021

% retail value rsp

Company	2017	2018	2019	2020	2021
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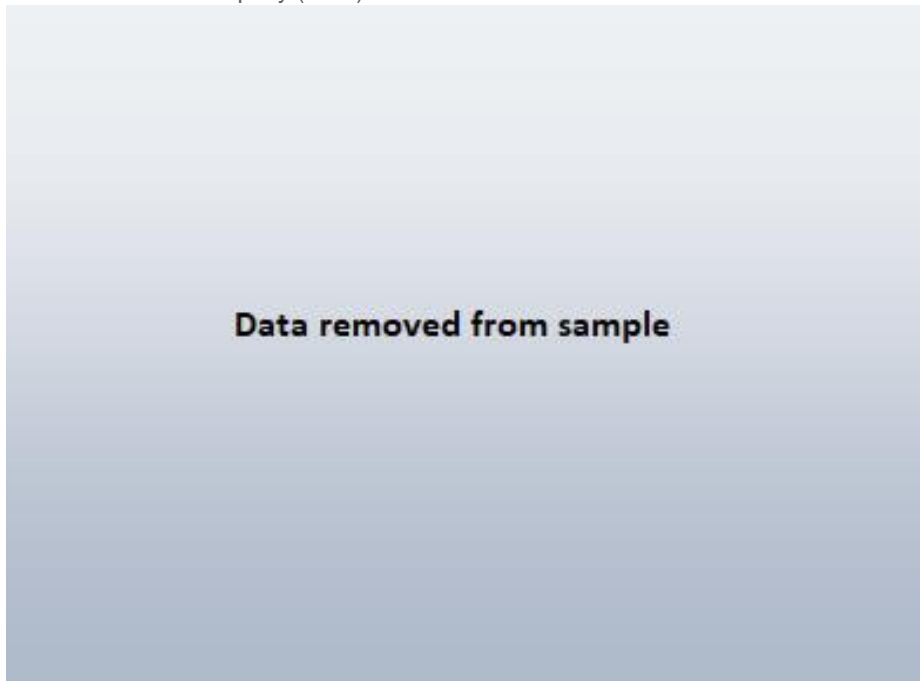


Others
Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Others
Total

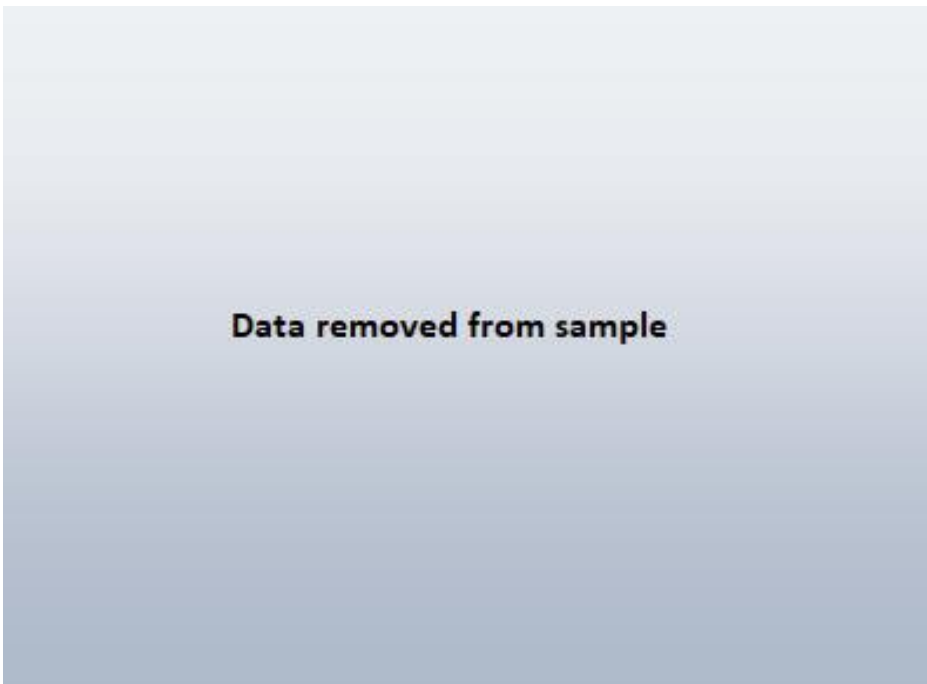
Others
Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Apparel and Footwear by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Non-Grocery Specialists
- Apparel and Footwear Specialist Retailers
- Leisure and Personal Goods Specialist Retailers
- Sports goods stores
- Other Leisure and Personal Goods Specialist Apparel Retailers
- Other Non-Grocery Apparel and Footwear Specialists
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Vending
- Total

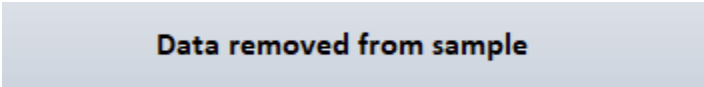


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

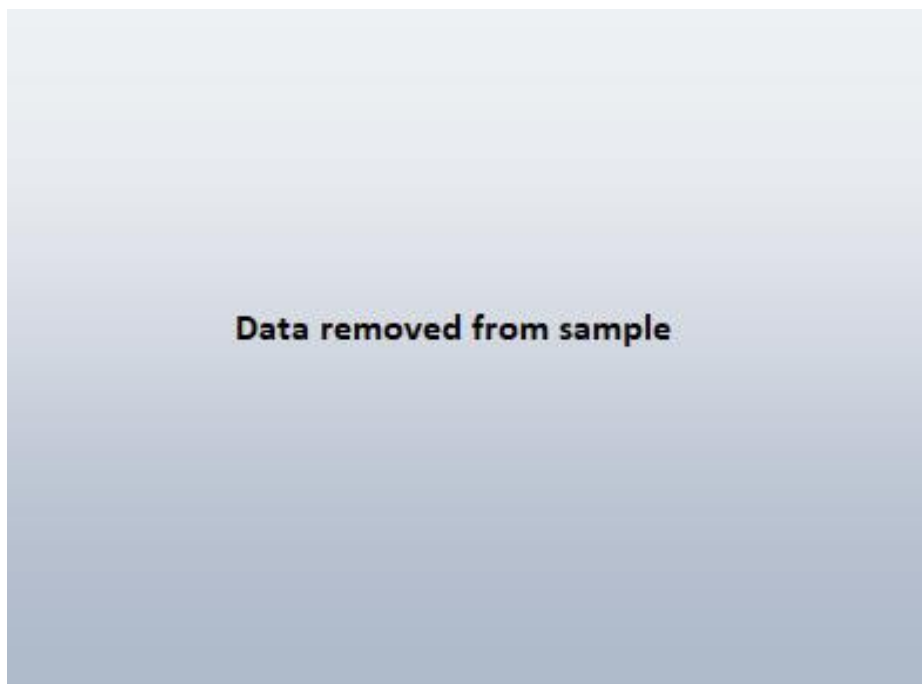
Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2021

% retail value rsp	Apparel	Footwear	Sportswear
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- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers



- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Non-Grocery Specialists
- Apparel and Footwear Specialist Retailers
- Leisure and Personal Goods Specialist Retailers
- Sports goods stores
- Other Leisure and Personal Goods Specialist Apparel Retailers
- Other Non-Grocery Apparel and Footwear Specialists
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Vending
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Key: AP = apparel; FW = footwear; SW = Sportswear

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
Apparel	Data removed from sample					
Footwear						
Apparel and Footwear						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
 Note: Sportswear volume not researched

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2021-2026

HKD million	2021	2022	2023	2024	2025	2026
Apparel	Data removed from sample					
Footwear						
Sportswear						
Apparel and Footwear						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Apparel	Data removed from sample		
Footwear			
Apparel and Footwear			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
 Note: Sportswear volume not researched

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2021-2026

% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Apparel	Data removed from sample		
Footwear			
Sportswear			
Apparel and Footwear			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

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SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources

Trade Associations

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[Redacted]

[Redacted]

[Redacted]

[Redacted]

Trade Press

[Redacted]

[Redacted]

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Source: Euromonitor International