



Euromonitor
International

Apparel Accessories in Hong Kong, China

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Apparel accessories remain attractive due to strong tourist consumption

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Tourist spending drives growth despite market polarisation

Scarves, hats/caps and belts enjoy wide consumer popularity

Strategic collaborations drive brand visibility and sales

Chart 3 - Sport b. Collaborates with NEW ERA in 2025

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WHAT'S NEXT?

International brands and niche labels to drive market fragmentation

Scarves to continue to drive the market

Strategic collaborations and experiential pop-ups to continue to gain prominence

COMPETITIVE LANDSCAPE

Luxury and mass-market players drive fragmentation

No significant mergers or acquisitions in the short term

CHANNELS

Retail offline leads distribution but an omnichannel presence grows in importance in tourist areas

Experiential formats gain prominence among local shoppers and tourists

Retail e-commerce penetration continues to grow

PRODUCTS

Strategic collaborations drive innovation and sales growth

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WHAT'S NEXT?

Experiential retail and lifestyle concepts set to drive engagement and sales

Tourism is a category shaper and growth tool

Sustainability is a baseline expectation

COMPETITIVE LANDSCAPE

The top players continue to invest in their businesses

The competitive landscape is characterised by fragmentation, polarisation and dynamism

CHANNELS

Retail offline dominates apparel and footwear sales through the personal touch, trust and experiential outlets

Retail e-commerce is driven by convenience and digital engagement

PRODUCTS

Regional brands capitalise on polarisation and fragmentation to offer affordable, design-conscious products

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