



Euromonitor
International

Menswear in Hong Kong, China

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Menswear creates retail value sales opportunities amidst market polarisation

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Tourism contributes significantly to high-end demand

Men's underwear benefits from rising interest in comfort and practicality

Market polarisation defines consumer spending patterns and leads to lifestyle initiatives

Chart 3 - Uniqlo Launches Uniqlo Coffee in Taikoo Place in 2025

WHAT'S NEXT?

Outdoor brands lead growth with multifunctional outerwear

Menswear embraces sustainability and inclusivity

Polarisation and lifestyle trends to remain key shapers of menswear

COMPETITIVE LANDSCAPE

Niche local brands gain traction amid market polarisation

Local brands leverage pop-up strategies to counter global giants

Chart 4 - Local Menswear Brand Determinant Pop-up in 2025

CHANNELS

Physical stores and e-commerce drive sales with an omnichannel approach to the fore

Lululemon educates male consumers on products

Chart 5 - Lululemon Educates on Product Functionality 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Hong Kong, China - Industry Overview](#)

EXECUTIVE SUMMARY

Apparel and footwear remains a robust industry

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Sportswear benefits from tourist spending and growing participation in sports and outdoor activities

Polarisation runs through the industry

Major players lean into the key experiential retail trend

Chart 8 - Nike Launches Experiential Flagship Nike Style on Canton Road in 2025

Chart 9 - Uniqlo Introduces New Store Concept

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

Chart 10 - Chinese Brand Urban Revivo Enters Harbour City in 2025

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Hong Kong, China 2025

Chart 14 - Consumer Landscape in Hong Kong, China 2025

COUNTRY REPORTS 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-hong-kong-china/report.