



Apparel and Footwear in Hong Kong, China

February 2026

Table of Contents

Apparel and Footwear in Hong Kong, China

EXECUTIVE SUMMARY

Apparel and footwear remains a robust industry

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - 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 3 - Nike Launches Experiential Flagship Nike Style on Canton Road in 2025

Chart 4 - 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 5 - Chinese Brand Urban Revivo Enters Harbour City in 2025

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Hong Kong, China 2025

Chart 9 - Consumer Landscape in Hong Kong, China 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Hong Kong, China

KEY DATA FINDINGS

2025 DEVELOPMENTS

Childrenswear remains a priority for parents despite macroeconomic pressures

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury and value segments drive the category

Adult fashion influences childrenswear

Market polarisation intensifies with new luxury entrant

Chart 12 - Singaporean Luxury Childrenswear Brand KIDS21 Opens New Store in K11 MUSEA in 2025

WHAT'S NEXT?

Parents prioritise convenience and sustainability in childrenswear

Rise of second-hand childrenswear stores

Gender-neutral fashion gains traction

COMPETITIVE LANDSCAPE

Balabala's aggressive expansion disrupts the competitive landscape

Chart 13 - Balabala Launches "One-day Store Assistant" Event in 2025

Opportunities emerge for businesses in a fragmented arena

CHANNELS

Hybrid retail model gains traction among parents

E-commerce shows dynamism through convenience and niche products

PRODUCTS

Sustainable materials become critical competitive differentiator

Chart 14 - Local Player mimi mono Activates T-shirt Design Contest in 2025

Innovative products drive business growth in a polarised category

COUNTRY REPORTS DISCLAIMER

[Apparel Accessories in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Apparel accessories remain attractive due to strong tourist consumption

Chart 15 - Key Trends 2025

Chart 16 - Analyst Insight

INDUSTRY PERFORMANCE

Tourist spending drives growth despite market polarisation

Scarves, hats/caps and belts enjoy wide consumer popularity

Strategic collaborations drive brand visibility and sales

Chart 17 - Sport b. Collaborates with NEW ERA in 2025

Chart 18 - HUMAN MADE Collaborates with Shake Shack in 2025

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

Travel and tourism fuels the demand for luxury accessories

Chart 19 - South Korean Brand Emis Opens Store in Causeway Bay in 2025

Market polarisation and competition drive innovation

COUNTRY REPORTS DISCLAIMER

[Menswear in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Menswear creates retail value sales opportunities amidst market polarisation

Chart 20 - Key Trends 2025

Chart 21 - 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 22 - 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 23 - 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 24 - Lululemon Educates on Product Functionality 2025

COUNTRY REPORTS DISCLAIMER

[Womenswear in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Macroeconomic pressures and divergences in spending patterns constrain the retail value sales performance

Chart 25 - Key Trends 2025

Chart 26 - Analyst Insight

INDUSTRY PERFORMANCE

Market polarisation shapes demand trends

Women's outerwear dominates womenswear

Chart 27 - Japan's 2nd Street Opens First Store in Hong Kong, China in 2025
Lululemon's new resale initiative fits with key sustainability and affordability trends
Chart 28 - Lululemon Launches Like New Initiative in Hong Kong, China in 2025

WHAT'S NEXT?

Brand owners to foster loyalty through community building and sustainability
Women's outerwear to remain the largest category with steady growth in demand
Sustainable fashion to drive growth and innovation

COMPETITIVE LANDSCAPE

New entrants intensify competition with diverse offerings
Chart 29 - Chinese Label Urban Revivo's First Store in Harbour City in 2025
Digital-native brands innovate with tactile experiences

CHANNELS

Omnichannel retailing redefines womenswear shopping experience
Retail e-commerce grows through the custom of value-seeking consumers
Experiential retail fosters channel strategies

COUNTRY REPORTS DISCLAIMER

[Jeans in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

There is a market for both economy and high-end jeans
Chart 30 - Key Trends 2025
Chart 31 - Analyst Insight

INDUSTRY PERFORMANCE

Market polarisation and sustainability are key trends in jeans
Economy jeans dominate although there is a shift to higher-end items
Premium jeans see retail value growth despite volume decline

WHAT'S NEXT?

Consumers prioritise affordability
Super premium jeans to drive absolute retail value sales growth
Sustainability focus to win over consumers

COMPETITIVE LANDSCAPE

Uniqlo uses strategic collaborations to gain an edge in a highly fragmented landscape
Chart 32 - Uniqlo x JW Anderson Collaboration in 2025
Experiential retail to enhance brand engagement amidst slow tourism recovery
Chart 33 - Levi's x Sacai Tailor Shop Experience in Landmark in 2025
Chart 34 - Fabrica X Sustainability Summer Workshops in 2025

CHANNELS

Physical stores remain crucial for jeans sales
Experiential retail drives growth in premium jeans
Retail e-commerce plays a supporting role

COUNTRY REPORTS DISCLAIMER

[Hosiery in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Hosiery nets demand as fashion and basic necessity items

Chart 35 - Key Trends 2025

Chart 36 - Analyst Insight

INDUSTRY PERFORMANCE

Hosiery sees a shift towards premium design and functional products

Non-sheer hosiery dominates retail volume and value sales as daily need items

Market polarisation creates retail value sales opportunities

Chart 37 - Japanese Player Fukuske Launches First Overseas Pop-up in Hong Kong, China in 2025

WHAT'S NEXT?

Growing interest in sports and fitness to boost non-sheer hosiery

E-commerce to develop and grow in hosiery

Sustainability and design innovation to drive growth opportunities

COMPETITIVE LANDSCAPE

Uniqlo and sportswear brands to lead hosiery sales through functionality

Niche players to gain momentum, but giants are set to maintain market grip

CHANNELS

Retail offline tops hosiery sales through impulse buying, tourists and convenience

E-commerce grows as a complementary channel for hosiery

Niche players innovate to capture local consumers and tourists

Chart 38 - Local Specialist Pair Pair Full Launches Local Designs

PRODUCTS

3Coins and Fukuske drive innovation with unique offerings

Chart 39 - 3COINS Enters Hong Kong, China in 2025 Offering Water-resistant Socks

COUNTRY REPORTS DISCLAIMER

[Footwear in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Changes in strategy to offset obstacles to tourist consumption

Chart 40 - Key Trends 2025

Chart 41 - Analyst Insight

INDUSTRY PERFORMANCE

Hyper-polarisation and tourist consumption impact footwear sales

Women's footwear leads the way but men's footwear reduces the gap

Experiential retail and charmification pique consumers' interest

Chart 42 - Salomon City Run Gains Popularity with Locals

Chart 43 - Rockfish Weatherwear Opens First Store in K11 MUSEA

WHAT'S NEXT?

Key 2025 trends to prove robust in the forecast period

Sports footwear to drive growth through specialisation and personalisation

Charmification to continue to spur innovation

Chart 44 - Catalog Launches Gothic Collection in Catmisation Lab

COMPETITIVE LANDSCAPE

Nike leads through strong brand equity and flexible strategies

New entrants increase the fragmentation of the competitive landscape

CHANNELS

Physical stores remain crucial for precise fitting and comfort assessment

Omnichannel approach is becoming increasingly necessary

COUNTRY REPORTS DISCLAIMER

[Sportswear in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sportswear shows resilience in appealing to local and tourist consumption trends

Chart 45 - Key Trends 2025

Chart 46 - Analyst Insight

INDUSTRY PERFORMANCE

Tourist spending and local demand drive a polarised market

Sports apparel registers the fastest growth amidst market polarisation

Nike style concept store fuels experiential retail trend

Chart 47 - Nike Style Opens in Canton Road in 2025

WHAT'S NEXT?

Experiential retail to develop and grow through immersive store experiences

Lifestyle positioning to spur new product development

Community-based marketing to foster brand loyalty among younger consumers

COMPETITIVE LANDSCAPE

Nike and adidas lead while local brands gain traction and market polarisation exerts an influence on the landscape

Chart 48 - Uniqlo Top Athlete x Sport Utility Wear Campaign in 2025

Local brands and new entrants drive market dynamics

Chart 49 - Local Brand Diversifies: Too Chill for Yoga Rebrands as Chilloha in 2025

CHANNELS

Retail offline remains dominant but hybrid and omnichannel retailing gains importance

E-commerce poses competition to physical retail through efficiency, convenience and value-driven demand

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-in-hong-kong-china/report.