



# Apparel Accessories in Hong Kong, China

February 2026

Table of Contents

## Apparel Accessories in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Apparel accessories remain attractive due to strong tourist consumption

Chart 1 - Key Trends 2025

Chart 2 - 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 3 - Sport b. Collaborates with NEW ERA in 2025

Chart 4 - 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 5 - South Korean Brand Emis Opens Store in Causeway Bay in 2025

Market polarisation and competition drive innovation

#### 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/apparel-accessories-in-hong-kong-china/report](http://www.euromonitor.com/apparel-accessories-in-hong-kong-china/report).