

# Footwear in Taiwan

December 2023

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## Footwear in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Taiwanese consumers increasingly prioritise comfort when choosing footwear  
Growth in hybrid shopping behaviour fuels investment in digital strategies  
Global sportswear brands benefit from celebrity partnerships and vintage trend

#### PROSPECTS AND OPPORTUNITIES

Multinational brands expected to further consolidate their positions  
Population ageing will boost demand for footwear with functional health benefits  
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