

Womenswear in China

Market Direction | 2023-01-11 | 27 pages | Euromonitor

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Report description:

Following strong double-digit current value growth in 2021, womenswear turned to decline across all categories in 2022, due to the resurgence of COVID-19 in the country. This was mainly due to restrictions on offline consumption, and supply chain disruptions caused by lockdowns, as well as declining consumer confidence. By category, women's underwear, which tends to see rigid demand, with replacement at regular intervals, was relatively less affected, seeing the slowest retail current value decl...

Euromonitor International's Womenswear in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Womenswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Womenswear decreases across all categories due to COVID-19 resurgence

Local fast fashion brands take share from international players

Athleisure is booming, with the entry of fashion and sports brands

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E-commerce penetration to level off, and sales to shift within the channel

Unisex clothing set to increase in womenswear

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