

Footwear in China

Market Direction | 2023-11-14 | 19 pages | Euromonitor

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Report description:

After the lifting of the zero-COVID policy and the subsequent relaxation of pandemic-related restrictions at the beginning of 2023, the restoration of logistics and a resurgence in offline consumption was seen. This, in turn, is set to catalyse a rebound in sales of footwear in the Chinese market in 2023 overall. It is anticipated that footwear will see almost double-digit growth in retail current value terms in this year, with the lion's share of this upswing attributed to sports footwear. The...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- * Get a detailed picture of the Footwear 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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FOOTWEAR IN CHINA

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