

## **Apparel and Footwear Specialists in China**

Market Direction | 2024-03-06 | 35 pages | Euromonitor

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### **Report description:**

After a year of significant decline in 2022 due to pandemic restrictions, in 2023 apparel and footwear specialists continued to see a slight fall in current value sales in China, despite the lifting of restrictions. With the end of the pandemic, social activities were back to normal, and consumer demand for apparel and footwear rebounded. However, although foot traffic in the shopping areas of many cities gradually recovered in 2023, apparel and footwear specialists continued to struggle. The re...

Euromonitor International's Apparel and Footwear Specialists in China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear Specialists 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.

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