

Footwear in China

Market Direction | 2024-11-18 | 19 pages | Euromonitor

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Report description:

Footwear in China is projected to continue growing in 2024, with low single-digit increases expected in both retail volume and current value terms. However, this marks a significant slowdown compared with 2023 and the pre-pandemic growth rates, as post-pandemic economic recovery has fallen short of expectations, leading to more cautious consumer spending behaviour. Consumers are increasingly focused on value for money, opting for products of decent quality that offer a price advantage, which has...

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 2019-2023 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 2028 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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Sportswear brands increase their shares in footwear

Paris Olympics in 2024 boosts enthusiasm for niche sports, driving differentiation in sports footwear

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