

Apparel and Footwear Specialists in China

Market Direction | 2025-02-28 | 35 pages | Euromonitor

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Report description:

After a period of turbulence for most of the review period, the current value sales of apparel and footwear specialists in China remained fairly stable in 2024, with just a minimal increase seen. However, sales remained lower than the pre-pandemic (2019) level. Amongst the factors preventing higher sales and growth were weak consumer confidence and slow growth in disposable incomes, as shoppers focused on essential needs and delayed non-urgent purchases such as apparel. Growth in sales of appare...

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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