

Womenswear in China

November 2023

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Womenswear in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High single-digit growth for womenswear in 2023 due to rebound from the pandemic Decreased concentration and diminished brand value Simplicity and practicality are significant trends in womenswear

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Elevated texture preferences define the future of womenswear in China Nostalgia and vintage trends will continue to shape womenswear Increasing fragmentation ahead for womenswear

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Apparel and Footwear in China - Industry Overview

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