

# Apparel and Footwear Specialists in China

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Apparel and footwear specialists maintains value decline  
Leading retailers have shown business resilience  
Traditional clothing retail companies explore live-streaming channels

### PROSPECTS AND OPPORTUNITIES

Apparel and footwear specialists will continue to see refinement of technology-empowered store management  
Outlet expansion is no longer just copy and paste  
Collection stores anticipated to show good development momentum

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Boosting consumption remains a major challenge  
No clear boundary between online retailers and offline retailers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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