

Childrenswear in Asia Pacific

May 2021

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Asia Pacific: biggest and most dynamic childrenswear market

Swift recovery expected from 2020's one-off COVID-19-related decline

Baby- and toddlerwear most dynamic over 2015-2020

Japan loses the most sales in 2015-2020

All three main channels add similar levels of new sales in 2015-2020

Childrenswear less impacted by COVID-19 than some categories

Pandemic helps e-commerce take over as the leading channel...

...from former leader apparel and footwear specialist retailers

LEADING COMPANIES AND BRANDS

Top three players all gain share in Japan during 2020

Semir Group continues to cement its leadership in 2020

China and Japan the main markets for all the top 10 players

All quiet on the childrenswear brand front in 2020

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Childrenswear to see a swift recovery in 2021

E-commerce will remain an important channel for childrenswear

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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