

Menswear in China

January 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Although experiencing declines across the board, menswear is more stable in some categories than womenswear

A more casual style for menswear

Triggered by the pandemic, menswear players put more emphasis on online platforms

PROSPECTS AND OPPORTUNITIES

The pricing polarisation of menswear will continue

Colours of menswear are expected to become more vibrant

CATEGORY DATA

Table 1 - Sales of Menswear by Category: Volume 2017-2022

Table 2 - Sales of Menswear by Category: Value 2017-2022

Table 3 - Sales of Menswear by Category: % Volume Growth 2017-2022

Table 4 - Sales of Menswear by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Menswear: % Value 2018-2022

Table 6 - LBN Brand Shares of Menswear: % Value 2019-2022

Table 7 - NBO Company Shares of Men's Nightwear: % Value 2018-2022

Table 8 - LBN Brand Shares of Men's Nightwear: % Value 2019-2022

Table 9 - NBO Company Shares of Men's Outerwear: % Value 2018-2022

Table 10 - LBN Brand Shares of Men's Outerwear: % Value 2019-2022

Table 11 - NBO Company Shares of Men's Swimwear: % Value 2018-2022

Table 12 - LBN Brand Shares of Men's Swimwear: % Value 2019-2022

Table 13 - NBO Company Shares of Men's Underwear: % Value 2018-2022

Table 14 - LBN Brand Shares of Men's Underwear: % Value 2019-2022

Table 15 - Forecast Sales of Menswear by Category: Volume 2022-2027

Table 16 - Forecast Sales of Menswear by Category: Value 2022-2027

Table 17 - Forecast Sales of Menswear by Category: % Volume Growth 2022-2027

Table 18 - Forecast Sales of Menswear by Category: % Value Growth 2022-2027

Apparel and Footwear in China - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 - Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 20 - Sales of Apparel and Footwear by Category: Value 2017-2022

Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 25 - Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-china/report.