Apparel and Footwear in China

EXECUTIVE SUMMARY
Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

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DISCLAIMER

SOURCES
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Childrenswear in China

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Childrenswear rebounds in 2023 thanks to the lifting of pandemic restrictions
Growth of baby and toddler wear lags due to falling birth rate
Sportwear brands continue to drive the growth of childrenswear

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PROSPECTS AND OPPORTUNITIES
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Menswear in China

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Steady competitive landscape in menswear
Accelerated shift to retail e-commerce reshaping menswear

PROSPECTS AND OPPORTUNITIES
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**Womenswear in China**

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Decreased concentration and diminished brand value
Simplicity and practicality are significant trends in womenswear

**PROSPECTS AND OPPORTUNITIES**

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**Jeans in China**

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Hosiery in China

KEY DATA FINDINGS

2023 DEVELOPMENTS
Lifting of pandemic restrictions results in a rebound for hosiery
Rising popularity of sports footwear and sliders boosts sales of ankle-high hosiery
Hosiery remains highly fragmented in China

PROSPECTS AND OPPORTUNITIES
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Sheer hosiery will continue to underperform non-sheer hosiery

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Footwear in China

KEY DATA FINDINGS

2023 DEVELOPMENTS
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Footwear is still led by sportswear brands
Casual footwear emphasising comfort favoured by Chinese consumers

PROSPECTS AND OPPORTUNITIES
Niche footwear brands targeting different sports scenarios becoming more popular
Growth of non-sports footwear likely to remain sluggish

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Sportswear in China

KEY DATA FINDINGS

2023 DEVELOPMENTS
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Outdoor fever is sustained beyond the pandemic due to gorpcore
Lower-tier markets offer sportswear players opportunities to explore

PROSPECTS AND OPPORTUNITIES
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Sportswear steps into the age of women’s empowerment

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