

China Athletic Apparel and Footwear Industry Outlook to 2017 - Future Growth Led by Strong Positioning of Global Brands

<https://marketpublishers.com/r/C67C7F7E7F5EN.html>

Date: January 2013

Pages: 105

Price: US\$ 640.00 (Single User License)

ID: C67C7F7E7F5EN

Abstracts

EXECUTIVE SUMMARY

The report titled “China Athletic Apparel and Footwear Industry Outlook to 2017- Future Growth Led by Strong Positioning of Global Brands” provides a comprehensive analysis of the market size of the China athletic apparel and footwear industry, market segmentation of athletic apparel and footwear by gender and various categories of athletic footwear by contribution. The report also entails the market share of major international and domestic players in athletic apparel market in China and athletic footwear market. The report also provides the segmentation by indoor athletic wear market along with major trends and developments of the industry in China. An analysis of the future of China athletic apparel and footwear industry is provided on the basis of revenue of the market over next five years.

The China sportswear market during the early 2000s has achieved several milestones due to an increase in the demand for casual and comfortable sportswear influenced by the burgeoning population and higher disposable income of the middle and higher income group. China has witnessed a range of activities in the textile and clothing industry value chain over the last few years. It exports products ranging from raw materials, fibre, and fabrics and ready to wear outfits and is also engaged in purchasing cotton, wool, yarn and fabric and textile machinery.

A combination of government support and promotion of sporting programs for the public, China’s hosting of international sports events; increasing media exposure and rapid development of the economy have been the key drivers to sustain double digit growth for China’s sportswear market beyond 2008. The athletic apparel market in China was valued at USD ~ million in 2012 thus growing at a CAGR of 29% from

2006-2012. it was observed that in 1H2012, the market witnessed a slowdown on account of the oversupply situation in the market which was the result of shifting fashion preferences of the consumers leading to slowdown in the end demand.

It was observed that in 2012, sports apparel contributed ~% to the overall sportswear market in China as compared to ~% in 2006 while sports footwear had a market share of ~% in 2012 as compared to ~% in 2006. Cross Training shoes have been the largest contributor to the athletic footwear market in China accounting for a share of nearly ~% in 2012 and generating revenue worth USD ~ million during the year. Running and jogging footwear have been the second largest contributor to the China athletic footwear market accounting for nearly ~% to the athletic footwear market in the country thereby generating revenue worth USD ~ million in 2012 followed by Basket ball footwear have traditionally contributed nearly ~% to the overall sports footwear in China.

Menswear has occupied the dominant position in the market in 2012 contributing nearly ~% to the overall market. Menswear segment of the sportswear in China has grown dynamically over the years on account of the wide variety of styles, increasing adaptability due to the comfortability. Womenswear contributed nearly ~% to the overall sportswear market in China followed by kidswear with a share of nearly 5% to the sportswear market in China in 2012.

Nike is the largest contributor to the athletic apparel market in China with a contribution of ~%, followed by Adidas with a share of ~%. Li Ning is the third largest player in athletic apparel market in China with a contribution of ~% to the total athletic apparel revenue of the country. Anta Sports, Xtep and 361 degree are the other leading players in China athletic market contributing nearly ~% to the overall market in 2011.

The athletic footwear market in China is grounded by player such as Nike and Adidas with a share of ~% and ~% respectively. Anta emerged as the leading player in the domestic market and accounted for nearly ~% of the overall athletic footwear market in China. The company generated revenue worth USD ~ million from the sale of athletic footwear in 2011.

Key Topics Covered in the Report:

The market size of the Asia-Pacific athletic apparel and footwear Industry, 2006-2012.

The market size of the athletic apparel and footwear market in the countries

such as China, Japan, Australia and India, 2006-2012.

Market segmentation of athletic apparel market in China by gender, 2012

Market Segmentation of athletic footwear market in China by Gender, 2012

Market Segmentation of athletic footwear market by footwear categories such as cross training, running and jogging, basketball among others

Market Share of leading players in athletic apparel market in China,2011

Market share of leading players in athletic footwear market in China, 2011

Market share of leading players in overall athletic apparel and footwear market in China, 2011

Company profiles of major domestic players in China athletic apparel and footwear market

Trends and developments in athletic apparel and footwear market in China

Future outlook and projections of the basis of revenue in China athletic apparel and footwear market, 2013-2017

Future outlook and projections of the basis of revenue in Asia-Pacific and by countries: China, Japan, Australia and India, 2013-2017

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