

# 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

## Contents

### **1. ASIA-PACIFIC ATHLETIC APPAREL AND FOOTWEAR INDUSTRY INTRODUCTION**

- 1.1. Asia-Pacific Athletic Wear Market Size by Revenue, 2006-2012
  - 1.1.1. By Athletic Apparel, 2006-2012
  - 1.1.2. By Athletic Footwear, 2006-2012

### **2. ASIA-PACIFIC ATHLETIC WEAR MARKET SEGMENTATION, 2006-2012**

- 2.1. By Athletic Apparel and Footwear, 2006-2012
- 2.2. By Geography, 2006-2012

### **3. CHINA ATHLETIC APPAREL AND FOOTWEAR INDUSTRY INTRODUCTION**

- 3.1. China Athletic Wear Market Size, 2006-2012
  - 3.1.1. By Athletic Apparel, 2006-2012
  - 3.1.2. By Athletic Footwear, 2006-2012
- 3.2. China Athletic Wear Market Segmentation
  - 3.2.1. By Athletic Apparel and Footwear, 2006-2012
  - 3.2.2. Athletic Apparel by Gender, 2012
  - 3.2.3. Athletic Footwear By Product Categories, 2012
  - 3.2.4. Athletic Footwear by Gender, 2012
  - 3.2.5. China Indoor Athletic Wear Market
    - 3.2.5.1. Indoor Athletic Wear Market Size, 2007-2012
    - 3.2.5.2. Indoor Athletic Wear Market Segmentation, 2007- 2012
- 3.3. China Athletic Apparel and Footwear Industry: Trends and Developments
- 3.4. Market Share of Major Players in China Athletic Wear Market, 2011
  - 3.4.1. By Athletic Apparel, 2011
  - 3.4.2. By Athletic Footwear, 2011
- 3.5. China Athletic Apparel and Footwear Market Future Outlook and Projections, 2013-2017
- 3.6. Company Profiles of Major Domestic Players in China Athletic Apparel and Footwear Market
  - 3.6.1. Anta Sports Products Ltd.
    - 3.6.1.1. Company Overview
    - 3.6.1.2. Business Strategy
    - 3.6.1.3. Financial Performance, 2008-2011

### 3.6.2. Li-Ning

#### 3.6.2.1. Company Overview

#### 3.6.2.2. Business Strategy

#### 3.6.2.3. Financial Performance, 2008-2011

### 3.6.3. 361 Degrees International Limited

#### 3.6.3.1. Company Overview

#### 3.6.3.2. Business Strategy

#### 3.6.3.3. Financial Performance, 2008-2011

### 3.6.4. Xtep International Ltd.

#### 3.6.4.1. Company Overview

#### 3.6.4.2. Business Strategy

#### 3.6.4.3. Financial Performance, 2008-2011

### 3.6.5. Kappa

#### 3.6.5.1. Company Overview

#### 3.6.5.2. Business Strategy

#### 3.6.5.3. Financial Performance, 2008-2011

### 3.7. Macro-Economic Factors of China Athletic Apparel and Footwear Industry, 2006-2017

#### 3.7.1. Population, 2006-2017

#### 3.7.2. Per Capita Annual Consumption Expenditure on Clothing, 2006-2017

#### 3.7.3. Per Capita Income of Households, 2006-2017

## **4. ASIA-PACIFIC ATHLETIC APPAREL AND FOOTWEAR MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017**

### 4.1. By Geography, 2013-2017

### 4.2. Cause and Effect Relationship Between Industry Factors and the Asia-Pacific Athletic Apparel and Footwear Market Prospects

## **5. MAJOR INTERNATIONAL PLAYERS IN ASIA-PACIFIC ATHLETIC APPAREL AND FOOTWEAR MARKET**

### 5.1. NIKE

#### 5.1.1. Company Overview

#### 5.1.2. Business Strategy

#### 5.1.3. Financial Performance, FY'2008-FY'2012

### 5.2. Adidas Group

#### 5.2.1. Company Overview

#### 5.2.2. Business Strategy

5.2.3. Financial Performance, 2008-2012

5.3. PUMA

5.3.1. Company Overview

5.3.2. Business Strategy

5.3.3. Financial Performance, 2008-2012

**6. APPENDIX**

6.1. Market Definitions

6.2. Abbreviations

6.3. Research Methodolgy

6.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Asia-Pacific Athletic Apparel Market Size by Revenue in USD Million, 2006-2012

Figure 2: Asia-Pacific Athletic Footwear Market Size by Revenue in USD Million, 2006-2012

Figure 3: Asia Pacific Sportswear Market Segmentation by Athletic Apparel and Athletic Footwear on the Basis of Contribution in Percentage (%), 2006-2012

Figure 4: Asia-Pacific Athletic Apparel Market Segmentation by Geography on the Basis of Contribution in Percentage (%), 2006-2012

Figure 5: Asia-Pacific Athletic Footwear Market Segmentation by Geography on the Basis of Contribution in Percentage (%), 2006-2012

Figure 6: China Athletic Wear Market Size by Revenue in USD Million, 2006-2012

Figure 7: China Athletic Apparel Market Size by Revenue in USD Million, 2006-2012

Figure 8: China Athletic Footwear Market Size by Revenue in USD Million, 2006-2012

Figure 9: China Athletic Wear Market Segmentation by Athletic Footwear and Athletic Apparel on the Basis of Contribution in Percentage (%), 2006-2012

Figure 10: China Athletic Apparel Market Segmentation by Men, Women and Kids on the Basis of Contribution in Percentage (%), 2012

Figure 11: China Athletic Footwear Market Segmentation by Product Categories on the Basis of Contribution in Percentage (%), 2012

Figure 12: China Athletic Footwear Market Segmentation by Gender on the Basis of Contribution in Percentage (%), 2012

Figure 13: China Indoor Athletic Wear Market Size by Revenue in USD Million, 2007-2012

Figure 14: China Indoor Athletic Wear Market Segmentation by Swimwear, Fitness wear and Underwear on the Basis of Contribution in Percentage (%), 2007-2012

Figure 15: Market Share of Major Players in China Athletic Wear Market by Revenue in Percentage (%), 2011

Figure 16: Market Share of Major Players in China Athletic Apparel Market by Revenue in Percentage (%), 2011

Figure 17: Market Share of Major Players in Athletic Footwear Market in China by Revenue in Percentage (%), 2011

Figure 18: China Athletic Apparel and Footwear Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 19: Anta Sports Products Revenue by Athletic Footwear and Apparel in USD Million, 2006-2011



Figure 20: Li-Ning Revenue from Athletic Apparels and Footwear in USD Million, 2008-2011

Figure 21: 361 Degrees International Limited Revenue by Athletic Footwear and Apparel in USD Million, 2008-2011

Figure 22: Xtep Revenue from Athletic Footwear and Athletic Apparel in USD Million, 2008-2011

Figure 23: Kappa Revenue by Athletic Apparel and Footwear in USD Million, 2008-2011

Figure 24: China Population in Million, 2006-2017

Figure 25: China Per-Capita Annual Consumption Expenditure of Households on Clothing in USD, 2006-2017

Figure 26: China Per-Capita Income of Households in USD, 2006-2017

Figure 27: Asia-Pacific Athletic Apparel and Footwear Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 28: NIKE Global Revenue Contribution of Athletic Apparel and Footwear by Asian Countries in Percentage (%), FY'2012

Figure 29: NIKE Revenue from Athletic Footwear and Apparel in Greater China in USD Million, FY'2008-FY'2012

Figure 30: NIKE Revenue from Athletic Footwear and Apparel in Japan in USD Million, FY'2008-FY'2012

Figure 31: Adidas Group Suppliers by Region in Percentage (%), 2011

Figure 32: Adidas Athletic Footwear Production by Region in Percentage (%), 2011

Figure 33: Adidas Athletic Apparel Production by Region in Percentage (%), 2011

Figure 34: Adidas Group Asia Revenue by Athletic Footwear and Athletic Apparel in USD Million, 2008-2012P

Figure 35: Adidas Group Asia-Pacific Revenue by Athletic Footwear, Athletic Apparel and Accessories on the Basis of Contribution in Percentage (%), 2012P

Figure 36: Adidas Group Asia-Pacific Revenue by Wholesale, Retail and Other Business on the Basis of Contribution in Percentage (%), 2012P

Figure 37: Puma Asia-Pacific Revenue from Athletic Footwear and Apparel in USD Million, 2008-2012



## List Of Tables

### LIST OF TABLES

Table 1: Asia-Pacific Athletic Wear Market Segmentation by Athletic Apparel and Footwear on the Basis of Revenue in USD Million, 2006-2012

Table 2: Asia-Pacific Athletic Apparel Market Segmentation by Geography on the Basis of Contribution in Percentage (%), 2006-2012

Table 3: Asia-Pacific Athletic Footwear Market Segmentation by Geography on the Basis of Contribution in Percentage (%), 2006-2012

Table 4: China Athletic Wear Market Segmentation by Athletic Apparel and Footwear on the Basis of Revenue in USD Million, 2006-2012

Table 5: China Athletic Apparel Market Segmentation by Men, Women and Kids on the Basis of Revenue in USD Million, 2012

Table 6: China Athletic Footwear Market Segmentation by Product Categories on the Basis of Revenue in USD Million, 2012

Table 7: China Athletic Footwear Market Segmentation by Gender on the Basis of Revenue in USD Million, 2012

Table 8: China Indoor Athletic Wear Market Size by Swimwear, Fitness Wear and Underwear on the Basis of Revenue in USD Million, 2007-2012

Table 9: Revenue of Major Players from Athletic Apparel and Footwear in China in USD Million, 2011

Table 10: Revenue of Major Players from Athletic Apparel in China in USD Million, 2011

Table 11: Revenue of Major Players from Athletic Footwear in China in USD Million, 2011

Table 12: Li-Ning Total Number of Retail Stores Operated in China by Franchised Retail Stores and Directly Operated Retail Stores on the Basis of Eastern, Northern and Southern Regions, 2009-2011

Table 13: 361 Degree International Limited Number of Units Sold by Athletic Footwear and Apparels and Accessories on the Basis of Pairs in Thousands, 2008-2011

Table 14: 361 Degree International Limited Average Wholesale Selling Price by Athletic Footwear and Apparels in USD, 2008-2011

Table 15: Asia-Pacific Athletic Apparel Market Future Projections by Geography on the Basis of Revenue in USD Million, 2013-2017

Table 16: Asia-Pacific Athletic Footwear Market Future Projections by Geography on the Basis of Revenue in USD Million, 2013-2017

Table 17: Cause and Effect Relationship between Industry Factors and Asia-Pacific Athletic Apparel and Footwear Industry Prospects

Table 18: Total Number of NIKE Stores in the World in Units, 2011

Table 19: NIKE Brand Wholesale Equivalent Global Revenue by Categories in USD Million, FY'2012

Table 20: Adidas Production of Athletic Footwear in Million Pairs, 2008-2011

Table 21: Adidas Production of Athletic Apparel in Million Units, 2008-2011

Table 22: Adidas Group Asia –Pacific Research and Development Centers in Asian Countries

Table 23: Adidas Group Global Research and Development Expenditure in USD Million, as a Percentage (%) of Net Sales and Operating Expenses, 2007-2011

Table 24: Adidas Group Global Revenue by Athletic Footwear, Athletic Apparel and Accessories in USD Million, 2012

Table 25: PUMA Number of Employees by Geography, 2009-2011

Table 26: Correlation Matrix of China Athletic Apparel and Footwear Market

Table 27: Regression Coefficients Output of the China Athletic Apparel and Footwear Market

## I would like to order

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

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

Price: US\$ 640.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C67C7F7E7F5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

