

Apparel Industry in China – Porter’s Five Forces Strategy Analysis

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Abstracts

China is identified as the biggest manufacturer of apparel in the world. The enormous growth of the textile and apparel industry in the last ten years made China appear as a true leader of the sector. This change primarily took place in China since the country opened its markets.

The apparel market consists of sales of all menswear, womenswear and infantswear. The menswear sector includes all garments made for men and boys. It includes both outer and under garments. The womenswear sector consists of the retail sale of all women's and girls' garments including dresses, suits and coats, jackets, tops, shirts, skirts, blouses, sweatshirts, sweaters, underwear etc.

Aruvian Research analyzes the Apparel Industry in China in Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market.

Apart from a Porter's Analysis, the report also covers a brief profile of the Apparel Industry in China.

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