

Report on the Chinese clothing industry 2018-2024

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Abstracts

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The clothing industry is on one of the most important parts of the Chinese economy and is one of the most influential industries both across the world and the country itself. Besides the large market and broad prospects, it has also formed a supply chain that includes development and designing, clothing manufacturing, sales channels and brand management.

China is considered the largest manufacturer, consumer and exporter of clothing in the world. According to the National Statistics Bureau, there are a total of XXX clothing companies of scale in the country as recorded in 2018 with a total sales income of XXX billion CNY and a total profit of XXX billion CNY.

China manufactured a total of XXX billion pieces of clothing in 2018, a XX% decrease over the previous year. Most manufacturing operations are located in Jiangsu, Zhejiang, Fujian and Guangdong. The Chinese clothing industry produced a retail volume of XX billion pieces, a XX% growth over the previous year. Retail figures were at XXX billion CNY a XX% growth over the previous year.

The development of Chinese clothing brands is marked by preferences toward clustering, a wide number of different clothing types, multiple brands and internationalization. A large number of different industry clusters have formed in the country with typical examples including Shenzhen for women's clothing, Ningbo for men's clothing, Shantou for underwear, Junan for jeans and Haning for leather. A large number of Chinese brands have appeared on the international market, and some brands have become powerful enough to expand upon their original brands and categories.

The increase in consumable income has allowed for the presence of foreign brands in the Chinese market. Chinese consumers have also begun to show an affinity for branded clothing in a desire to display character and personality. The average clothing expenditure per person saw an increase from XX CNY to XX CNY between 2013 and 2018. The clothing industry is expected to reach an income of XX billion CNY by 2025.

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