

# Apparel and Footwear in China

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## Abstracts

With the end of the zero-COVID policy towards the end of 2022, China's consumer landscape has undergone a gradual transition back to normalcy. While 2023 experienced a temporary dip in sales of apparel and footwear, influenced by both COVID-19 and the flu, the outlook for the overall year remains relatively optimistic in both volume and current value terms, with growth expected to be in the high single digits, rebounding after decline in 2022. The resurgence of offline retail footfall has had a...

Euromonitor International's Apparel and Footwear in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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