

Digital Transformation in Fashion: Lessons from China

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Date: November 2022

Pages: 26

Price: US\$ 1,325.00 (Single User License)

ID: D0A393A2DDCEEN

Abstracts

China's apparel and footwear market has seen a surge in e-commerce penetration since the COVID-19 outbreak, and is expected to continue to grow, driven by the diversification of the e-commerce landscape led by the emergence of interest-based e-commerce. Tailored digital solutions are provided by domestic technology conglomerates to drive the digitalisation throughout the industry chain involved marketing, operation and manufacturing.

Euromonitor International's Digital Transformation in Fashion: Lessons from China global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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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