

Womenswear in China

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Abstracts

With the end to the zero-COVID policy in the country, and the return to a more normal consumer environment, womenswear is expected to experience a substantial single-digit current value rebound in China in 2023, drawing close to the level of sales seen in 2021, following a contraction in sales in 2022. While the relaxation of pandemic-related policies signifies a return to regular consumer life, the ongoing challenges posed by recurring COVID-19 and influenza outbreaks continue to impact the mar...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

Get a detailed picture of the Womenswear 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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