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Footwear in China

https://marketpublishers.com/r/F21F618888FEN.html
Date: February 2020
Pages: 43
Price: US$ 350.00 (Single User License)
ID: F21F618888FEN

Abstracts

Footwear in China

SUMMARY

Footwear in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The footwear market consists of the total revenues generated through the sale of all types of men's, women's and children's shoes. It includes all footwear categories for men, women, boys and girls, but excludes sports-specific footwear.

The Chinese footwear market is expected to generate total revenues of $70.2bn in 2018, representing a compound annual growth rate (CAGR) of 10.6% between 2014 and 2018.

The women's footwear segment was the market's most lucrative in 2018, with total sales of $39.2bn, equivalent to 55.8% of the market's overall value.

China's economy grew at a rate of 6.6% in 2018, lower than its 10-year average of 9.8% (2005-2015) but still a very strong rate.

SCOPE

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Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the footwear market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the footwear market in China

Leading company profiles reveal details of key footwear market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China footwear market with five year forecasts

REASONS TO BUY

What was the size of the China footwear market by value in 2018?

What will be the size of the China footwear market in 2023?

What factors are affecting the strength of competition in the China footwear market?

How has the market performed over the last five years?

What are the main segments that make up China's footwear market?

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Contents

1 EXECUTIVE SUMMARY

1.1. Market value
1.2. Market value forecast
1.3. Category segmentation
1.4. Geography segmentation
1.5. Market rivalry
1.6. Competitive Landscape

2 MARKET OVERVIEW

2.1. Market definition
2.2. Market analysis

3 MARKET DATA

3.1. Market value

4 MARKET SEGMENTATION

4.1. Category segmentation
4.2. Geography segmentation
4.3. Market distribution

5 MARKET OUTLOOK

5.1. Market value forecast

6 FIVE FORCES ANALYSIS

6.1. Summary
6.2. Buyer power
6.3. Supplier power
6.4. New entrants
6.5. Threat of substitutes
6.6. Degree of rivalry

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7 COMPETITIVE LANDSCAPE

7.1. Who are the leading players?
7.2. What strategies do the leading players follow?
7.3. Has there been any recent merger or acquisitions?
7.4. How have counterfeit goods affected the footwear market?
7.5. How have online retailers affected traditional brick and mortar stores?

8 COMPANY PROFILES

8.1. JD Sports Fashion Plc
8.2. NIKE Inc
8.3. Belle International Holdings Limited
8.4. Alibaba Group Holding Limited

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology
10.2. Industry associations
10.3. Related MarketLine research
10.4. About MarketLine

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List Of Tables

LIST OF TABLES

Table 1: China footwear market value: $ million, 2014-18
Table 2: China footwear market category segmentation: $ million, 2018
Table 3: China footwear market geography segmentation: $ million, 2018
Table 4: China footwear market distribution: % share, by value, 2018
Table 5: China footwear market value forecast: $ million, 2018-23
Table 6: JD Sports Fashion Plc: key facts
Table 7: JD Sports Fashion Plc: Annual Financial Ratios
Table 8: JD Sports Fashion Plc: Key Employees
Table 9: NIKE Inc: key facts
Table 10: NIKE Inc: Annual Financial Ratios
Table 11: NIKE Inc: Key Employees
Table 12: Belle International Holdings Limited: key facts
Table 13: Belle International Holdings Limited: Key Employees
Table 14: Alibaba Group Holding Limited: key facts
Table 15: Alibaba Group Holding Limited: Annual Financial Ratios
Table 16: Alibaba Group Holding Limited: Key Employees
Table 17: China size of population (million), 2014-18
Table 18: China gdp (constant 2005 prices, $ billion), 2014-18
Table 19: China gdp (current prices, $ billion), 2014-18
Table 20: China inflation, 2014-18
Table 21: China consumer price index (absolute), 2014-18
Table 22: China exchange rate, 2014-18

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List Of Figures

LIST OF FIGURES

Figure 1: China footwear market value: $ million, 2014-18
Figure 2: China footwear market category segmentation: % share, by value, 2018
Figure 3: China footwear market geography segmentation: % share, by value, 2018
Figure 4: China footwear market distribution: % share, by value, 2018
Figure 5: China footwear market value forecast: $ million, 2018-23
Figure 6: Forces driving competition in the footwear market in China, 2018
Figure 7: Drivers of buyer power in the footwear market in China, 2018
Figure 8: Drivers of supplier power in the footwear market in China, 2018
Figure 9: Factors influencing the likelihood of new entrants in the footwear market in China, 2018
Figure 10: Factors influencing the threat of substitutes in the footwear market in China, 2018
Figure 11: Drivers of degree of rivalry in the footwear market in China, 2018

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