

# Sleepwear-China Market Status and Trend Report 2013-2023

https://marketpublishers.com/r/S1F2AE8CD03MEN.html

Date: February 2018 Pages: 156 Price: US\$ 2,980.00 (Single User License) ID: S1F2AE8CD03MEN

### Abstracts

### **Report Summary**

Sleepwear-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Sleepwear industry, standing on the readers? perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Sleepwear 2013-2017, and development forecast 2018-2023 Main market players of Sleepwear in China, with company and product introduction, position in the Sleepwear market Market status and development trend of Sleepwear by types and applications Cost and profit status of Sleepwear, and marketing status Market growth drivers and challenges

The report segments the China Sleepwear market as:

China Sleepwear Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China Northeast China East China Central & South China Southwest China



Northwest China

China Sleepwear Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Cotton Wool Linen Silk PVC Other

China Sleepwear Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Man Women Kid

China Sleepwear Market: Players Segment Analysis (Company and Product introduction, Sleepwear Sales Volume, Revenue, Price and Gross Margin):

H&M Calvin Klein Ralph Lauren **David Jones** Zalora Aimer Eberjey Mimi Holiday Oysho Morgan Lane Sleepy Johnes **Gelato Pique** Uniqlo tutuanna narue MUJI Le Perla



Bradelis Journelle Three Graces London Dolce & Gabbana Gucci Massimo Dutti Everlane KESHINE QUEEND

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.



### Contents

### **CHAPTER 1 OVERVIEW OF SLEEPWEAR**

- 1.1 Definition of Sleepwear in This Report
- 1.2 Commercial Types of Sleepwear
  - 1.2.1 Cotton
  - 1.2.2 Wool
  - 1.2.3 Linen
  - 1.2.4 Silk
  - 1.2.5 PVC
  - 1.2.6 Other
- 1.3 Downstream Application of Sleepwear
  - 1.3.1 Man
  - 1.3.2 Women
  - 1.3.3 Kid
- 1.4 Development History of Sleepwear
- 1.5 Market Status and Trend of Sleepwear 2013-2023
- 1.5.1 China Sleepwear Market Status and Trend 2013-2023
- 1.5.2 Regional Sleepwear Market Status and Trend 2013-2023

### **CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Sleepwear in China 2013-2017
- 2.2 Consumption Market of Sleepwear in China by Regions
- 2.2.1 Consumption Volume of Sleepwear in China by Regions
- 2.2.2 Revenue of Sleepwear in China by Regions
- 2.3 Market Analysis of Sleepwear in China by Regions
- 2.3.1 Market Analysis of Sleepwear in North China 2013-2017
- 2.3.2 Market Analysis of Sleepwear in Northeast China 2013-2017
- 2.3.3 Market Analysis of Sleepwear in East China 2013-2017
- 2.3.4 Market Analysis of Sleepwear in Central & South China 2013-2017
- 2.3.5 Market Analysis of Sleepwear in Southwest China 2013-2017
- 2.3.6 Market Analysis of Sleepwear in Northwest China 2013-2017
- 2.4 Market Development Forecast of Sleepwear in China 2018-2023
- 2.4.1 Market Development Forecast of Sleepwear in China 2018-2023
- 2.4.2 Market Development Forecast of Sleepwear by Regions 2018-2023

### CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES



- 3.1 Whole China Market Status by Types
- 3.1.1 Consumption Volume of Sleepwear in China by Types
- 3.1.2 Revenue of Sleepwear in China by Types
- 3.2 China Market Status by Types in Major Countries
- 3.2.1 Market Status by Types in North China
- 3.2.2 Market Status by Types in Northeast China
- 3.2.3 Market Status by Types in East China
- 3.2.4 Market Status by Types in Central & South China
- 3.2.5 Market Status by Types in Southwest China
- 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Sleepwear in China by Types

# CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Sleepwear in China by Downstream Industry
- 4.2 Demand Volume of Sleepwear by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Sleepwear by Downstream Industry in North China
  - 4.2.2 Demand Volume of Sleepwear by Downstream Industry in Northeast China
  - 4.2.3 Demand Volume of Sleepwear by Downstream Industry in East China
  - 4.2.4 Demand Volume of Sleepwear by Downstream Industry in Central & South China
  - 4.2.5 Demand Volume of Sleepwear by Downstream Industry in Southwest China
- 4.2.6 Demand Volume of Sleepwear by Downstream Industry in Northwest China
- 4.3 Market Forecast of Sleepwear in China by Downstream Industry

### CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF SLEEPWEAR

- 5.1 China Economy Situation and Trend Overview
- 5.2 Sleepwear Downstream Industry Situation and Trend Overview

## CHAPTER 6 SLEEPWEAR MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

- 6.1 Sales Volume of Sleepwear in China by Major Players
- 6.2 Revenue of Sleepwear in China by Major Players
- 6.3 Basic Information of Sleepwear by Major Players
  - 6.3.1 Headquarters Location and Established Time of Sleepwear Major Players
  - 6.3.2 Employees and Revenue Level of Sleepwear Major Players



- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## CHAPTER 7 SLEEPWEAR MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 H&M
- 7.1.1 Company profile
- 7.1.2 Representative Sleepwear Product
- 7.1.3 Sleepwear Sales, Revenue, Price and Gross Margin of H&M
- 7.2 Calvin Klein
- 7.2.1 Company profile
- 7.2.2 Representative Sleepwear Product
- 7.2.3 Sleepwear Sales, Revenue, Price and Gross Margin of Calvin Klein
- 7.3 Ralph Lauren
- 7.3.1 Company profile
- 7.3.2 Representative Sleepwear Product
- 7.3.3 Sleepwear Sales, Revenue, Price and Gross Margin of Ralph Lauren
- 7.4 David Jones
  - 7.4.1 Company profile
  - 7.4.2 Representative Sleepwear Product
- 7.4.3 Sleepwear Sales, Revenue, Price and Gross Margin of David Jones
- 7.5 Zalora
  - 7.5.1 Company profile
  - 7.5.2 Representative Sleepwear Product
  - 7.5.3 Sleepwear Sales, Revenue, Price and Gross Margin of Zalora
- 7.6 Aimer
  - 7.6.1 Company profile
  - 7.6.2 Representative Sleepwear Product
- 7.6.3 Sleepwear Sales, Revenue, Price and Gross Margin of Aimer
- 7.7 Eberjey
  - 7.7.1 Company profile
  - 7.7.2 Representative Sleepwear Product
  - 7.7.3 Sleepwear Sales, Revenue, Price and Gross Margin of Eberjey
- 7.8 Mimi Holiday
  - 7.8.1 Company profile
  - 7.8.2 Representative Sleepwear Product



7.8.3 Sleepwear Sales, Revenue, Price and Gross Margin of Mimi Holiday

7.9 Oysho

- 7.9.1 Company profile
- 7.9.2 Representative Sleepwear Product
- 7.9.3 Sleepwear Sales, Revenue, Price and Gross Margin of Oysho
- 7.10 Morgan Lane
  - 7.10.1 Company profile
  - 7.10.2 Representative Sleepwear Product
  - 7.10.3 Sleepwear Sales, Revenue, Price and Gross Margin of Morgan Lane
- 7.11 Sleepy Johnes
- 7.11.1 Company profile
- 7.11.2 Representative Sleepwear Product
- 7.11.3 Sleepwear Sales, Revenue, Price and Gross Margin of Sleepy Johnes
- 7.12 Gelato Pique
  - 7.12.1 Company profile
  - 7.12.2 Representative Sleepwear Product
- 7.12.3 Sleepwear Sales, Revenue, Price and Gross Margin of Gelato Pique
- 7.13 Uniqlo
  - 7.13.1 Company profile
  - 7.13.2 Representative Sleepwear Product
- 7.13.3 Sleepwear Sales, Revenue, Price and Gross Margin of Uniqlo
- 7.14 tutuanna
- 7.14.1 Company profile
- 7.14.2 Representative Sleepwear Product
- 7.14.3 Sleepwear Sales, Revenue, Price and Gross Margin of tutuanna
- 7.15 narue
  - 7.15.1 Company profile
  - 7.15.2 Representative Sleepwear Product
- 7.15.3 Sleepwear Sales, Revenue, Price and Gross Margin of narue
- 7.16 MUJI
- 7.17 Le Perla
- 7.18 Bradelis
- 7.19 Journelle
- 7.20 Three Graces London
- 7.21 Dolce & Gabbana
- 7.22 Gucci
- 7.23 Massimo Dutti
- 7.24 Everlane
- 7.25 KESHINE



### 7.26 QUEEND

### CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF SLEEPWEAR

- 8.1 Industry Chain of Sleepwear
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

### CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF SLEEPWEAR

- 9.1 Cost Structure Analysis of Sleepwear
- 9.2 Raw Materials Cost Analysis of Sleepwear
- 9.3 Labor Cost Analysis of Sleepwear
- 9.4 Manufacturing Expenses Analysis of Sleepwear

### CHAPTER 10 MARKETING STATUS ANALYSIS OF SLEEPWEAR

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

### **CHAPTER 11 REPORT CONCLUSION**

### CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources



+44 20 8123 2220 info@marketpublishers.com

12.3 Reference



### I would like to order

Product name: Sleepwear-China Market Status and Trend Report 2013-2023 Product link: <u>https://marketpublishers.com/r/S1F2AE8CD03MEN.html</u> Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: info@marketpublishers.com

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/S1F2AE8CD03MEN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

\*\*All fields are required

Custumer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970