

China Apparel Market Outlook 2016

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Abstracts

China apparel market is going through a very exciting phase, offering immense opportunities for players involved in the business. The market, which on one hand, is struggling due to increasing labor costs and declining overseas demand is growing at an astoundingly high growth rate on the back of increasing domestic market. Besides, factors such as increasing foreign players' participation, rising investments and domestic players' expansion are adding fuel to the ever-growing apparel industry in the country.

In their latest research study, "China Apparel Market Outlook 2016", RNCOS analysts identified the apparel market dynamics in different segments to highlight the areas offering promising possibilities for companies to boost their growth. The market, which is estimated at CNY 857.2 Billion in 2012, is expected to grow at a CAGR of 7% during 2012-2016. Further, our analysts had also identified major market attractions prevailing in the country and taking the Apparel Industry to new heights.

In the report, the apparel market has been studied on three distinct levels: Apparel Segments level, Regional level, and Player level. For segment analysis, the market has been divided into eight separate apparel segments and their current and future outlook to 2016 has been analyzed. Through this, our analysts have conducted a thorough opportunity assessment in various apparel segments and highlighted the apparel segments that offer the maximum opportunity for growth. Further, for regional analysis, our team has analyzed existing apparel clusters in China and the major provinces in which they are concentrated.

Besides, our team also analyzed the existing production state of textile materials in the country coupled with the outlook till 2016. Also, to provide a thorough understanding of the major company's business model, company's product portfolio, distribution network and financials have been analyzed. Additionally, the study also covers recent

activities of key companies which will help the reader to better understand the current market scenario.

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