

# China Athletic Footwear Market Outlook 2018

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## Abstracts

China Footwear Industry has been maintaining its position as the world's largest footwear manufacturer and consumer. It has witnessed rising domestic sales of footwear owing to a large population base and rising standards of living. The athletic footwear market in China has experienced unwavering growth over the last five years on account of the changing fashion trends and shifting consumer preferences towards popular brands.

The market in China has certainly evolved into a highly competitive one where major players are strategizing to enter into several niche athletic footwear segments to keep their shares intact. The athletic footwear market in China is tapped by several domestic and global players.

According to our report, "China Athletic Footwear Market Outlook 2018", the athletic footwear market is anticipated to grow at a CAGR of around 9.5% during 2013-2018. The report analyzes the footwear sales by type i.e. athletic and non athletic footwear. It covers the current and future athletic footwear market supported by industry drivers and challenges which are affecting the industry's growth. The athletic footwear market has been further segmented into end-users (women, men and children), major players (Nike, Adidas, Anta and others) and product categories (running, jogging, cross training, etc.) to give a holistic picture of the market.

Besides, the report includes the regulatory environment of the footwear industry covering details of product quality supervision authorities, product-wise import tariff and relevant norms & regulations.

In terms of competition, approx 20% of the market revenue is contributed by international players like Nike and Adidas to the overall athletic footwear market in China. A thorough analysis has been conducted of the industry players covering their

business overview, sales revenue from footwear, and strengths and weaknesses. Through this extensive research work, RNCOS aims to present optimum information and a balanced research outlook on the potentials of the China athletic footwear industry.

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