

China Apparel Industry Analysis

<https://marketpublishers.com/r/C3A0BECC5F9EN.html>

Date: May 2012

Pages: 105

Price: US\$ 1,000.00 (Single User License)

ID: C3A0BECC5F9EN

Abstracts

In China, the apparel industry has been witnessing a significant growth for the past few years, with a rise in the domestic market and increase in exports. Government initiatives, rising investments, and private players' active participation have taken the Chinese textile and apparel industry to new heights. According to our latest research report, "China Apparel Industry Analysis", the country's apparel market is estimated to grow at a compound annual rate of around 23% during 2012-2015.

On studying the market thoroughly, we observed that the trends like franchising operations, online apparel retail and the concept of multi-brands are propelling the demand for branded apparels in China, where the environment-friendly fibers are finding their way into the apparel industry. The study of the emerging trends also revealed that apparel retailers are expanding their footprints to smaller cities, and spending huge sums on marketing.

The Chinese apparel market is dominated by women's wear segment, which is expected to continue ruling in the future. In the segment, the lingerie market accounts for a significant market share, and is registering double-digit growth annually. The sports wear segment is expected to witness a rapid growth in the coming years. We have also studied the market for kids' wear, men's wear, knitted undergarments and thermal wear. Also, we observed that the textile and apparel clusters are concentrated in some of the major provinces.

Our report analyzes textile and apparel manufacturing regions on the basis of number of clusters, population, and land size. Zhejiang region accounts for the maximum number of apparel clusters, followed by Jiangsu and Guangdong. This report is an outcome of extensive research and analysis of the textile and apparel market in China and it also discusses the roadblocks, like increasing labor costs, which are impacting the industry's growth. For providing our clients with the information regarding the

competitive landscape, we have also included the profiles of key players.

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