

# China Footwear Outlook to 2017

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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. However, in the coming years, slow demand from the export market will moderate the growth rate of production. Later, the industry may pick up pace, mainly from increasing domestic demand and by shifting export destinations to the ASEAN and Middle Eastern countries. The domestic footwear sale is anticipated to grow at a CAGR of more than 7.5% during 2013-2017.

Studying the market thoroughly, we observed that the trends like growing affluence and increasing urbanization are propelling the demand of footwear industry in China. Also studying the emerging trends revealed that declining export dependence on EU countries and exploring new markets are also propelling the growth in the Chinese Footwear Industry. Moreover, demand for branded and international footwear is also driving the footwear sales in the country. The country has already surpassed all the countries in footwear production and sales in terms of volume, and secured top ranking in the world.

Our report, "China Footwear Outlook to 2017", covers analysis of footwear production, sales and trade in the country. The report analyzes footwear production by type (leather shoes, rubber shoes and others), sales to end-users (women, men and children) and category (casual, sports, luxury and others). The section on trade analysis includes China's footwear imports and exports by country and by type (leather shoes, rubber & plastic shoes, textiles and others). The report provides detailed data and analysis which will help potential investors to navigate through the evolving market.

This report is an outcome of extensive research and analysis of the China footwear industry and it also discusses the industry challenges, like growing manufacturing cost

and burden of corporate social responsibility which are affecting the industry's growth. In addition, the report covers a study of the online footwear market in the country which is, as per our research, has been growing tremendously over the past few years.

Besides, it includes an in-depth analysis of major footwear manufacturing hubs of the country viz. Guangdong, Quanzhou, Wenzhou and Chengdu. It includes regulatory environment of the footwear industry covering details of product quality supervision authorities, product-wise import tariff and the relevant norms & regulations. A thorough analysis has been conducted on industry players that will help the clients to have an understanding of the competitors in the country's footwear industry. Overall, the report is likely to provide clients with an optimum source of knowledge and statistics related to the China Footwear Industry.

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