

Leather Shoe Industry Overview in China, 2011-2020 - Status Quo, Barriers, Top 5, Cost and Sales analysis

<https://marketpublishers.com/r/L41EB5915A3EN.html>

Date: July 2016

Pages: 30

Price: US\$ 1,800.00 (Single User License)

ID: L41EB5915A3EN

Abstracts

Description

Leather shoes are entirely or partly made of leather, artificial leather and synthetic leather as uppers together with rubber, plastic or synthetic materials as outsoles. They are frequently used shoes in people's daily life and work.

China is a leading producer, consumer and exporter of leather shoes in the globe. According to CRI, the output volume of leather shoes exceeded 4 billion pairs in China in 2015, of which a certain number were exported. The export value of leather shoes reached USD 12.14 billion in 2015 decreased by 11.7% compared to 2014.

The consumption structure changes with the increase of resident income in China, which leads to the dominant position of leather shoes. The consumption of leather shoes expands from urban to rural areas, and the products develop from low-end to mid-end and high-end ones. According to CRI, there are three major leather shoe manufacturing bases: Guangdong represented by Guangzhou and Dongguan mainly manufacturing mid-end and high-end shoes; Wenzhou and Taizhou mainly manufacturing mid-end shoes; the west base represented by Chengdu and Chongqing mainly manufacturing low-end shoes. Shoe manufacturing industry is important in China, and Chinese government issued a series of policies to support it.

There are many domestic qualified enterprises in this industry such as AoKang, Belle and Red Dragonfly but the market concentration rate is low. According to CRI, the accumulated market share of the Top 5 enterprises was less than 10% in 2015. At present, the market of leather shoes is still at the stage of free competition in China. Many international famous brands stepped into China for the large consumption market

in recent years, which leads to a more intense competition.

Shoe manufacturing industry is typically labor intensified. Its production capacity is transferring to countries and areas with lower labor costs. In history, the shoe manufacturing industry transferred its center from Italy and Spain to Taiwan and South Korea, and then China. At present, China is a global leading manufacturer of shoes with the output volume accounting for over 60% in the world. However, the costs of labor, land and energy rise with the development of economy in China. The shoe manufacturing industry presents a trend of transferring to countries like Southeast Asia and India with lower comprehensive costs.

Although China is a world leading consumer of leather shoes, its major products are mid-end and low-end with the consumption value per capita lower than that of the world. The demand for shoes quality increased with the development of economy and resident income level, which creates large development space for the leather shoe Industry in China.

Through this report, the readers can acquire the following information:

Definition and Classification of Leather Shoes

Research Methods, Parameters and Assumptions of the Report

Competition Status in Leather Shoe Industry in China

Analysis on Top 5 Enterprises in Leather Shoe Industry in China

Analysis on Export of Leather Shoes in China

Development Opportunities and Driving Forces Faced by Leather Shoe Industry in China

Risks and Challenges in the Development of Leather Shoe Industry in China

Analysis on Prices of Raw Materials in China Leather Shoes

Forecast on Development of Leather Shoe Industry in China

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