

# Report of Chinese Apparel Industry, 2009

<https://marketpublishers.com/r/RC918386435EN.html>

Date: April 2009

Pages: 60

Price: US\$ 1,380.00 (Single User License)

ID: RC918386435EN

## Abstracts

Apparel manufacture is intensive-laboring industry. Since the reform and open-up, the textile industry had developed fast and had been the important export department of the industrial products with the merits of abundant work force in China. In recent years, the export advantages of Chinese textile industry had cut down because of the cost enhancement in work force and the increased price in the raw material etc. The international financial crisis further weakened the export competitiveness of Chinese textile industry, facing huge development challenges.

In 2008, the accumulated export revenues of Chinese apparel industry were 119.790 billion USD, up by 4.10% compared with 2007, the export growth speed dropping sharply.

Since the 1990s, China's exports to America and European Union had kept going up without great fluctuation. But the exports to some other countries fluctuated greatly, especially India and Pakistan etc. European, American and Japanese market, accounting for 60% import volumes of the textile clothing in the world, had formed certain dependency on Chinese textile clothing, which could not be easily changed because of the present financial crisis. The international financial crisis did not change the people's demands for the daily necessities, but obliged to the change of consumption structures and habits. The expenditure in the entertainment cut down. The consumers were sensitive to the price. The change of the consumption habits made the medium and high quality clothing industry lose a lot. The consumption structure shifted to the medium and low quality products, making the suppliers of the low-priced clothing obtain more opportunities and accounting for more market share.

It was predicted that the export price of Chinese textile products would decrease. The declining overseas demands would form huge pressure for the export price. Since 2008, the pressure had led most Chinese clothing enterprises to maintain the costs and slight

profits and many enterprises had been in the dilemma. In 2009, the declining demands will persist, forming great pressure for the export price of Chinese textile products. However, the reduction in the price of basic energy and raw materials will provide certain space for the price declining of Chinese export commodities. After September, 2008, the reduction in the price of basic energy and raw materials and demands made the fast drops of PPI. It was predicted that the YOY growth rate of Chinese PPI would probably be the negative value in the whole year of 2009, down by about 3%.

It is predicted that the export volumes of Chinese clothing industry will cut down by 10% compared with 2008.

Since August, 2008, Chinese government had cut down or cancelled the export duty of partial export commodities and increased the export tax rebate rate of the textile products for several times. The exchange rate of RMB against USD probably devalued, which would provide certain space for the reduction in the export price of Chinese Textile products.

On 4th February, 2009, Chinese government approved Adjustment and Revitalization Plan of Textile Industry with the purposes of expanding the exports, increasing employment, increasing farmers' income and promoting the development of urbanization. Chinese governments pointed out that the enterprises should speed up the replacement of backward yield capacity and support the mergers and acquisitions so as to speed up the textile industry revitalization. It is predicted that the concentration of Chinese apparel industry will be enhanced. The outstanding enterprises will develop fast depending on its advantages of capital, customers and risk resistance ability.

The author wrote this report by interviewing the experts in the apparel industry and investigating into partial Chinese apparel enterprises in order to provide some recommendations for the international and Chinese clothing manufacturers, import and export dealers and other people to tide over the economic depression.

More following information can be obtained in this report:

- Production Situation of Chinese Apparel Industry
- Demands of Chinese Apparel Industry
- Imports and Exports of Chinese Apparel Industry
- Influences of International Financial Crisis on Chinese Apparel Industry
- Factors Affecting the Development of Chinese Apparel Industry
- Major Enterprises of Chinese Apparel Industry

- Influences of Adjustment and Revitalization Plan of Textile Industry on Chinese Apparel Industry
- Development Trends of Chinese Apparel Industry

The apparel in this report refers to the various male, female and children clothing by cutting and sewing, used the textiles as the major raw materials.

## Contents

### **1 OVERVIEW ON CHINESE APPAREL INDUSTRY**

- 1.1 Position of the Apparel Industry in the National Economy
  - 1.1.1 Industry Chains
  - 1.1.2 Investment Amounts
  - 1.1.3 Development Environments
- 1.2 Supplies and Demands of Chinese Apparel Industry, 2008-2010
  - 1.2.1 Total Supply Volumes
  - 1.2.2 Supply Structure
  - 1.2.3 Prediction on the Supplies, 2009-2010
- 1.3 Demands of Chinese Apparel Industry, 2008-2010
  - 1.3.1 Total Demand Volumes
  - 1.3.2 Factors Affecting the Demands of Chinese Apparel Industry
  - 1.3.3 Prediction on the Demands, 2009-2010
- 1.4 Imports and Exports of Chinese Apparel Industry
  - 1.4.1 Enhancement of the Apparel Import Growth Speed
  - 1.4.2 Slowdown of the Apparel Export Growth Speed
  - 1.4.3 Prediction on the Imports and Exports
- 1.5 Foreign Fund Investments in Chinese Apparel Industry
  - 1.5.1 Present Foreign Fund Investment Situation
  - 1.5.2 Investment Characteristics
  - 1.5.3 Investment Trends

### **2 SCALES AND BENEFITS OF CHINESE APPAREL INDUSTRY, 2008-2010**

- 2.1 Scales of Chinese Apparel Industry
  - 2.1.1 Asset Scales
  - 2.1.2 Revenues and Profits
- 2.2 Factors Affecting the Financial Indicator of Chinese Apparel Industry
- 2.3 Prediction on the Benefits of Chinese Apparel Industry, 2009-2010

### **3 ANALYSES AND PREDICTION ON THE COMPETITIONS OF CHINESE APPAREL INDUSTRY**

- 3.1 Competition Characteristics of Chinese Apparel Industry
  - 3.1.1 Fast Development Phase

- 3.1.2 Enhancement of the Concentration
- 3.1.3 High Entry/Exit Conditions
- 3.2 Development Trends of the Competition Patterns in Chinese Apparel Industry
  - 3.2.1 Design and Creativity as the Competition Core
  - 3.2.2 Brand Strategies as the Competition Direction
  - 3.2.3 Industry Chain Integrity Cutting Down the Competition Risks
- 3.3 Analysis and Prediction on the Asset Reorganization of Chinese Apparel Industry
- 3.4 Analysis and Prediction on the Technology Development of Chinese Apparel Industry

## **4 SUB-SECTORS OF CHINESE APPAREL INDUSTRY**

- 4.1 Analysis on Chinese Male Apparel Industry
  - 4.1.1 Overview
  - 4.1.2 Competitions
  - 4.1.3 Development Trends
- 4.2 Analysis on Chinese Female Apparel Industry
  - 4.2.1 Overview
  - 4.2.2 Competitions
  - 4.2.3 Brand Situations
  - 4.2.4 Development Trends
- 4.3 Analysis on Chinese Children's Apparel Industry
  - 4.3.1 Vast Demands
  - 4.3.2 Fierce Competition
  - 4.3.3 Market Characteristics
  - 4.3.4 Development Trends

## **5 ANALYSES ON CHINESE APPAREL INDUSTRY IN DIFFERENT REGIONS, 2008-2009**

- 5.1 General Distribution of Chinese Apparel Industry
  - 5.1.1 Distribution Characteristics
  - 5.1.2 Regional Distribution of the Scale Indicator
  - 5.1.3 Regional Distribution of the Benefit Indicator
- 5.2 Chinese Apparel Industry in Zhejiang
  - 5.2.1 Position
  - 5.2.2 Operations
  - 5.2.3 Outstanding Enterprises
  - 5.2.4 Development Trends

- 5.3 Chinese Apparel Industry in Jiangsu
  - 5.3.1 Position
  - 5.3.2 Operations
  - 5.3.3 Outstanding Enterprises
  - 5.3.4 Development Trends
- 5.4 Chinese Apparel Industry in Fujian
  - 5.4.1 Position
  - 5.4.2 Operations
  - 5.4.3 Outstanding Enterprises
  - 5.4.4 Development Trends
- 5.5 Chinese Apparel Industry in Guangdong
  - 5.4.1 Position
  - 5.4.2 Operations
  - 5.4.3 Outstanding Enterprises
  - 5.4.4 Development Trends

## **6 ANALYSES ON THE ENTERPRISES OF CHINESE APPAREL INDUSTRY**

- 6.1 Concentration of Chinese Apparel Enterprises
  - 6.1.1 General Concentration
  - 6.1.2 Operations of the Top 50 Enterprises
- 6.2 Shanghai Bosideng International Fashion Co., Ltd
  - 6.2.1 Company Profiles
  - 6.2.2 Operations
  - 6.2.3 Development Strategies
- 6.2 Hanlan Group Company
  - 6.2.1 Company Profiles
  - 6.2.2 Operations
  - 6.2.3 Development Strategies
- 6.3 Hongdou Group Co., Ltd
  - 6.3.1 Company Profiles
  - 6.3.2 Operations
  - 6.3.3 Development Strategies
- 6.4 Semir
- 6.5 ZongYi Group
- 6.6 Esquel Group
- 6.7 Adidas (Suzhou) Co., Ltd
- 6.8 Ningbo Shenzhou Knitwear Group Ltd
- 6.9 Dayang Group Co., Ltd

6.10 Metersbonwe Inc.

## **7 INFLUENCES OF INTERNATIONAL FINANCIAL CRISIS ON CHINESE APPAREL INDUSTRY**

7.1 Influences of International Financial Crisis on the Imports and Exports in Chinese Apparel Industry

7.1.1 Influences on the Imports

7.1.2 Influences on the Exports

7.2 Influences of International Financial Crisis on the Domestic Demands in Chinese Apparel Industry

7.2.1 Male Apparel

7.2.2 Female Apparel

7.2.3 Children's Apparel

7.3 Overview on the Influences of International Financial Crisis on Chinese Apparel Industry

7.3.1 Short Term Influences

7.3.2 Medium and Long Term Influences

7.4 Analysis on Adjustment and Revitalization Plan of Textile Industry

7.4.1 Key Points

7.4.2 Short term Influences

7.4.3 Medium and Long Term Influences

## **8 DEVELOPMENTS AND INVESTMENT OF CHINESE APPAREL INDUSTRY**

8.1 Development Risks of Chinese Apparel Industry

8.1.1 Macro-economic Risks

8.1.2 Exchange Rate Risks

8.1.3 Related Industry Risks

8.1.4 Government Policy Risks

8.1.5 Solutions to the Risks of Chinese Apparel Industry

8.2 Investment Opportunities of Chinese Apparel Industry

8.2.1 Investment Opportunities for the Sub-sectors

8.2.2 Investment Opportunities for the Regional Market

8.3 Recommendations for the Development and Investment of Chinese Apparel Industry

## Selected Charts

### SELECTED CHARTS

Chart Product Yields of Chinese Apparel Industry, 2008  
Chart Financial Indicators of Chinese Apparel Industry  
Chart Top 50 Enterprises in Revenues and Profits of Chinese Apparel Industry, 2008  
Chart Top 50 Asset Enterprises of Chinese Apparel Industry, 2008  
Chart Asset Distribution of Chinese Apparel Industry  
Chart Apparel Yields in Zhejiang, 2004-2008  
Chart Financial Indicator of the Apparel Industry in Zhejiang, 2004-2008  
Chart Apparel Yields in Fujian, 2004-2008  
Chart Financial Indicator of the Apparel Industry in Fujian, 2004-2008  
Chart Concentration of Chinese Apparel Industry  
Chart Operations of Shanghai Bosideng International Fashion Co., Ltd, 2004-2008  
Chart Operations of Hanlan Group Company, 2004-2008  
Chart Export Revenues of Chinese Apparel Industry, 2004-2008  
Chart Prediction on the Export Revenues of Chinese Apparel Industry, 2009-2012  
Chart Analysis on Adjustment and Revitalization Plan of Textile Industry



## I would like to order

Product name: Report of Chinese Apparel Industry, 2009

Product link: <https://marketpublishers.com/r/RC918386435EN.html>

Price: US\$ 1,380.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RC918386435EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970