



Childrenswear in China

November 2024

Table of Contents

Childrenswear in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Childrenswear registers low single-digit growth in 2024

Childrenswear in China remains highly fragmented, with sportswear brands continuing to gain share

Decline in the birth rate drives down growth in baby and toddler wear

PROSPECTS AND OPPORTUNITIES

Strong outdoor segment expected to drive growth in childrenswear

Chinoiserie-style childrenswear set to gain further popularity

Product safety will remain important in baby and toddler wear

CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2019-2024

Table 2 - Sales of Childrenswear by Category: Value 2019-2024

Table 3 - Sales of Childrenswear by Category: % Volume Growth 2019-2024

Table 4 - Sales of Childrenswear by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Childrenswear: % Value 2020-2024

Table 6 - LBN Brand Shares of Childrenswear: % Value 2021-2024

Table 7 - Forecast Sales of Childrenswear by Category: Volume 2024-2029

Table 8 - Forecast Sales of Childrenswear by Category: Value 2024-2029

Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029

Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

Apparel and Footwear in China - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 12 - Sales of Apparel and Footwear by Category: Value 2019-2024

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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