

Footwear in China

November 2024

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Footwear in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic slowdown limits the growth of footwear Sportswear brands increase their shares in footwear Paris Olympics in 2024 boosts enthusiasm for niche sports, driving differentiation in sports footwear

PROSPECTS AND OPPORTUNITIES

Speciality footwear such as outdoor footwear is gaining popularity Non-sports footwear set to continue its sluggish performance Comfortable casual footwear brands set to maintain growth

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