

# Footwear in China

November 2024

Table of Contents

# 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

#### CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2019-2024Table 2 - Sales of Footwear by Category: Value 2019-2024Table 3 - Sales of Footwear by Category: % Volume Growth 2019-2024Table 4 - Sales of Footwear by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Footwear: % Value 2020-2024Table 6 - LBN Brand Shares of Footwear: % Value 2021-2024Table 7 - Distribution of Footwear by Category: Volume 2019-2024Table 8 - Forecast Sales of Footwear by Category: Volume 2024-2029Table 9 - Forecast Sales of Footwear by Category: % Volume Growth 2024-2029Table 10 - Forecast Sales of Footwear by Category: % Value Growth 2024-2029Table 11 - Forecast Sales of Footwear 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 12 - Sales of Apparel and Footwear by Category: Volume 2019-2024Table 13 - Sales of Apparel and Footwear by Category: Value 2019-2024Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024Table 18 - Distribution of Apparel and Footwear by Format: % Value 2019-2024Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2024Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value 2024-2029Table 23 - 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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