



Apparel and Footwear Specialists in China

March 2024

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Apparel and Footwear Specialists in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel and footwear specialists maintains value decline
Leading retailers have shown business resilience
Traditional clothing retail companies explore live-streaming channels

PROSPECTS AND OPPORTUNITIES

Apparel and footwear specialists will continue to see refinement of technology-empowered store management
Outlet expansion is no longer just copy and paste
Collection stores anticipated to show good development momentum

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No clear boundary between online retailers and offline retailers
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