



Euromonitor  
International

# Apparel and Footwear Specialists in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting consumer preferences lead to stable but cautious growth for apparel and footwear specialists  
Domestic brands dominate as fast fashion falters in apparel in 2024  
The popularity of live broadcasts means more offline retailers are becoming involved

PROSPECTS AND OPPORTUNITIES

Resilience expected for apparel and footwear specialists in China, despite the challenge from other channels  
Creating outlets in which consumers want to spend time  
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Digital and social media initiatives drive retail growth  
Shifts in retail channels favour value-based retail and online sales  
What next for retail?

OPERATING ENVIRONMENT

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