Sportswear in China

Description:
In spite of the uncertain economic outlook, sportswear experienced strong current value growth in 2016 due to steady consumer demand. Ongoing urbanisation and the higher birth rate due to the two-child policy were positive factors for the growth of sportswear. Meanwhile, the Olympic Games in Rio in 2016 gave rise to greater involvement in various physical activities amongst local consumers, leading to steady demand, in addition to growing health-consciousness.

The Sportswear in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Sportswear market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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SPORTSWEAR IN CHINA
February 2017

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