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China Footwear Market Analysis

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Report Summary

China has emerged as the largest shoe producing and exporting country worldwide over the recent past. The country produces around 9 Billion pairs of shoes annually, representing nearly 65% of the world's total footwear production as of 2009. The domestic sales of footwear in China have significantly risen on the back of rising online sales and increasing brand awareness. Chinese have shown great interest in the branded shoes after the entrance of many global brands that employ various promotional methods to popularize their products.

As per our new research report 'China Footwear Market Analysis', the footwear industry in China has witnessed robust growth both in terms of consumption and exports. However, the year 2009 witnessed a slight decline in export and production due to many industry restraints such as the imposition of anti-dumping duties. Our research has found that the footwear industry will recover from the 2009 downturn in the near future. The report reveals that the footwear sales will grow at a CAGR of more than 7% in volume terms over the next few years. This growth is highly supported by the fact that an average Chinese consumes only 2 pairs of shoes annually, which is significantly lower than the Western World.

We have also found that the Chinese shoe makers are feeling the heat of economic downturn which has ceased shoe demand from many of its biggest export destinations, including the US and EU. Besides, many countries in the EU and America have imposed anti-dumping duty on Chinese export. This has led to a shift in the focus of Chinese footwear manufacturers towards the ASEAN and Middle East Countries. The country has been facing continuous appreciation in domestic currency (Yuan) coupled with relative increase in production costs like labor force and raw materials.

'China Footwear Market Analysis' comprises thorough research and in-depth analysis of the footwear market in China. Detailed data and qualitative analysis will help clients to evaluate the leading-edge opportunities critical for the success of footwear market. We have given the future outlook of the footwear market in terms of production, consumption and exports along with the shares of different shoe segments like leather shoe, rubber shoe and plastic shoe. The forecasts and estimations are not based on a complex economic model, but are intended as a rough guide to the direction in which the market is likely to move.

The report also features competitive landscape wherein we have covered some leading players in the footwear market to update clients about their business strategies and areas of specialization.

Table of Content

1. Analyst View
2. Footwear Market Overview
3. Footwear Industry - Trends
 - 3.1 Footwear Sales Rising Through E-commerce
 - 3.2 Regulatory Environment Being Tightened for China
 - 3.3 Footwear Export to Move towards Middle East and ASEAN Countries
 - 3.4 Increasing Labor Cost Posing Threat to Footwear Industry
4. Footwear Market Performance

- 4.1 By Production
- 4.2 By Consumption
- 4.3 By Export
- 4.4 By Segments
- 4.5 By Footwear Components
- 4.6 By Regional Hubs
 - 4.6.1 Guangdong
 - 4.6.2 Jinjiang
 - 4.6.3 Wenzhou
 - 4.6.4 Chengdu
- 5. Future Growth Prospects
 - 5.1 Sports Footwear Market
 - 5.2 Online Sales
 - 5.3 Shoe Designers
 - 5.4 Franchised Operation
- 6. Competitive Landscape
 - 6.1 Yue Yuen Industrial (Holdings) Ltd.
 - 6.2 Li Ning
 - 6.3 New Balance Athletic Shoe
 - 6.4 Nike, Inc.
 - 6.5 Pegasus International Holdings
 - 6.6 Brown Shoe

List of Figures:

- Figure 4-1: Share of China in Global Footwear Production (2009)
- Figure 4-2: Forecast for Footwear Market (Billion US\$), 2010-2013
- Figure 4-3: Footwear Consumption (Billion Pairs), 2008-2013
- Figure 4-4: Footwear Export (Billion US\$), 2007-2009
- Figure 4-5: Footwear Manufacturing by Segment (%), 2009
- Figure 4-6: Leather Shoes Output (Billion Yuan), 2008-2013
- Figure 4-7: Leather Shoes Output (Billion Pairs), 2008-2013
- Figure 4-8: Leather Shoes Export and Import (Million Pairs), 2008-2013
- Figure 4-9: Leather Shoes Export and Import (Million US\$), 2008-2013
- Figure 4-10: Leather Footwear Components Export and Import ('000 Tons), 2008-2013
- Figure 4-11: Leather Footwear Components Export and Import (Million US\$), 2008-2013
- Figure 4-12: Guangdong Province' Footwear Export (Billion Pairs), 2007-2009
- Figure 4-13: Guangdong Province' Footwear Export (Billion US\$), 2007-2009
- Figure 4-14: Shenzhen Shoes Export (Billion Pairs), 2008 & 2009

List of Tables:

- Table 4-1: Top Footwear Export Destinations (Million Pairs), 2009
- Table 6-1: Yue Yuen Industrial (Holdings) Ltd. - Strength and Weakness
- Table 6-2: Li Ning - Strength and Weakness
- Table 6-3: New Balance Athletic Shoe - Strength and Weakness
- Table 6-4: Nike, Inc. - Strength and Weakness
- Table 6-5: Pegasus International Holdings - Strength and Weakness
- Table 6-6: Brown Shoe - Strength and Weakness

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